



Arizona State University (West Valley Campus)

Business (Sports Business), BA

Study details

Course type: Bachelor's degree

Degree: Business (Sports Business), BA BABUSMSBA

Study mode: Full time

Duration: 48 Month

Cost of study

Cost : 35 430 USD

Reg. fee : 85 USD

Scholarship :

Insurance : 2 765 USD

Intake/s

Jan/May/Aug

Requirements

Academic requirements

First-year students must:

- Have a 3.00 grade point average (GPA) (a "B" or better where "A"=4.00) from a secondary school. Some ASU programs may have higher admission or English proficiency requirements and may consider a minimum ACT or SAT score.
- Must have three years of high school coursework. (If you are currently in high school, ASU needs to see 9–11 grade coursework. If you have completed high school, ASU needs to see 10–12 grade coursework.)
- Must have and present a completed high school diploma or certificate.

Conditional admission

ASU may offer conditional undergraduate admission to international applicants to an on-campus program who meet the academic (aptitude) requirements but who are not proficient in English. This offer of conditional admission will give you time to improve your English proficiency before you start classes at ASU. Your conditional admission offer is good for up to three semesters, during which time you must meet one of these requirements to begin your ASU experience.

Competency requirements

International students who completed high school outside the U.S. are required to meet the following competency requirements:

- Math: four years (algebra I, geometry, algebra II and one course requiring algebra II as a prerequisite).

- Laboratory science: three years total (one year each from any of the following areas are accepted: biology, chemistry, earth science, integrated sciences and physics).

Provide evidence of English language proficiency (TOEFL 61)

Additional requirements:

First-year admission requirements for this program are the same as the university's first-year admission requirements.

Readmission requirements: Students must have a transfer GPA of 3.00 (if applicable) and a cumulative ASU GPA of 3.00.

Accommodation

Provided by partner agencies

Speciality

Transfer admission requirements:

Transfer applicants must have a GPA of 3.00 for all transfer work and meet university transfer admission requirements. Transfer students should select an additional major, which must be outside the W. P. Carey School of Business, when applying for admission.

Students who are admissible to the university but do not meet admission requirements for this program and did not select a second major or are not admissible to their second major choice will be placed in the BA program in applied business and technology solutions in W. P. Carey School of Business, which is offered via ASU Online as well as at the Polytechnic and West Valley campus locations.

Available online

Additional information

Program description

The BA program in business with a concentration in sports business is attractive to students with an interest in the sports industry.

Students acquire the skills necessary to build knowledge and understanding of the development of the strategic business process in sports organizations and its relationship to media. The program offers a strong focus on applied elements of the sports industry, especially as it relates to media and its impact on the industry.

The proliferation of mass communication, including television, game systems and social networks, has transformed sports into a highly commercialized industry and, in turn, sports continue to generate revenues for these businesses. The interaction between sports and media has led to a multitude of applications of business knowledge to these fields.

Concurrent program options

Students pursuing concurrent degrees (also known as a “double major”) earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Accelerated program options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's plus master's degree with:

- Entrepreneurship and Innovation, MS
- Global Management (Creative Industries and Design Thinking), MGM
- Global Management (Digital Audience Strategy), MGM
- Global Management (Global Affairs), MGM
- Global Management (Global Business), MGM
- Global Management (Global Development and Innovation), MGM
- Global Management (Global Digital Transformation), MGM
- Global Management (Global Entrepreneurship), MGM
- Global Management (Global Health Care Delivery), MGM
- Global Management (Global Legal Studies), MGM
- Global Management (Nonprofit Leadership and Management), MGM
- Global Management (Public Administration), MGM
- Global Management (Public Policy), MGM
- Global Management (Sustainability Solutions), MGM
- Global Management (Sustainable Tourism), MGM
- Global Management, MGM

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program.

Global opportunities

Global experience

With over 300 programs in more than 65 countries (programs vary in length, from one week to one year), study abroad is possible for all ASU students who wish to acquire a global perspective and knowledge in preparation for their career. Through global experiences provided by the Global Education Office, students gain valuable skills employers seek, such as communication skills, flexibility, motivation and a global perspective on business applications worldwide.

Career opportunities

Graduates of this concentration find opportunities in mass communication, including television, game systems and social networks. Career opportunities for graduates could include jobs with titles such as:

- administrative service manager
- advertising and sponsorship salesperson
- agent

- business manager
- event planner
- management analyst
- operations specialist
- purchasing or buying manager
- wholesale and manufacturing representative