

Sports Innovation and Global Industry Trends

Minor Code - U231

The Sports Innovation and Global Industry Trends Minor is designed to equip students with a comprehensive understanding of the dynamic and rapidly evolving sports industry. This minor focuses on the intersection of sports, technology, and global market trends, providing students with the knowledge and skills necessary to navigate and influence this multifaceted field. Students will explore key areas such as esports, sports betting, fantasy sports, and sports memorabilia, all within the context of a global industry. The curriculum emphasizes the role of technology and innovation in shaping the future of sports, preparing students to identify and capitalize on emerging trends.

| Code | Title | Hours |
|--|---|-------|
| An average GPA of 2.0 is required across courses counted toward the minor. | | |
| Students must take a minimum of 9 unique credit hours, distinct from any other academic credential, to earn the minor. | | |
| REQUIRED COURSES | | |
| SM 221 | NIL (Name, Image, and Likeness): Personal Branding Strategies | 3 |
| SM 321 | Esports Governance | 3 |
| SPSC 421 | Beyond the Odds: The Operations and Ethics of Sports Gambling | 3 |
| SPSC 422 | Fantasy Sports: Strategy, Analysis, and Innovation | 3 |
| SPSC 423 | From Cardboard to Crypto: Practical Insights on Sports Collectibles | 3 |
| Total Hours | | 15 |