Daniels College of Business
UNIVERSITY OF DENVER | Undergraduate Programs

Sports Operations Minor (2026-2027)

Available to students already pursuing a major in Business

Daniels Advising and Engagement

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- The Sports Operations minor is available to students already pursuing a major in Business, due to the high number of prerequisite courses required. (For example, FIN 2800 itself has prerequisites of MATH 1200, INFO 1010, Excel certification, and ACTG 2200.)
- A minor GPA of 2.00 or higher is required to graduate.
- Only grades of "C-" or higher fulfill minor requirements.

Students pursuing another major or minor that also requires one of these courses should note that the courses for the Sports Operations minor will **not** be able to count toward the requirements for both minors simultaneously. Courses cannot overlap between multiple majors or minors.

Sports Operations Minor Course Requirements

The minor in Sports Operations provides a discussion of the Financial, Marketing, Analytical, and Legal/Ethical topics involved in the operations of sports at the college and professional levels. This includes those operations in both the United States and internationally. It also includes the impact of sports gambling and its international growth. The courses cover such topics as name, image, and likeness (NIL); media contracts; salary caps; direct payments to college athletes (revenue sharing); the House v. NCAA decision; sports agents; NCAA conference realignments; legal issues; sports marketing; and sports analytics. In addition, courses will discuss players unions, collective bargaining agreements (CBAs) and the valuation of sports teams and franchises.

The courses listed below are required, totaling 16 quarter credits:

- Students must register for both courses in the same quarter (typically fall and spring quarters):
  - FIN 3040 Introduction to Sports Operations (2 credits)
    Prerequisite: FIN 2800; Corequisite: FIN 3045
  - FIN 3045 Sports Finance (2 credits)
    Prerequisite: FIN 2800; Corequisite: FIN 3040
- INFO 3320 Sports Analytics (4 credits)
  Prerequisite: INFO 2020
  Typically offered in spring quarters
- LGST 3020 Sports Law & Ethics (4 credits)
  Prerequisite: LGST 2000
  Typically offered in fall quarters
- MKTG 3660 Sports & Entertainment Marketing (4 credits)
  Prerequisite: MKTG 2800
  Typically offered in winter and spring quarters
- Students may substitute a 3000-level 4-credit course or 4-credit internship for any of these courses with prior approval from the faculty director