Drs. R. Jon Ackley and Michael Pitts developed a five-week Honors module on the “Business of NASCAR” that has matured over the last ten years into a full-fledged business course. As avid NASCAR fans, it seemed quite fitting to combine this interest with academia. Currently, Dr. Ackley directs the course that includes a review of the history and growth of NASCAR (the National Association for Stock Car Auto Racing). Students learn about the business models employed by NASCAR (the sanctioning body), sponsors, race teams, and race track owners. The students welcome several guest speakers, including Sam Bass, known for being NASCAR’s first officially licensed artist. The students also visit Richmond International Raceway (RIR) during race weekend in September and later tour the facility. Currently, the Director of Public Relations for RIR is a guest lecturer on a regular basis. The course concludes with student group presentations on a variety of topics such as the effects of digital/social media on the sport, the “greening of NASCAR”, and the evolution of a race facility. What an engaging and fun way to learn!