Faculty

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Contact Information

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Mission Statement

As a leader in professional preparation and scientific inquiry, the School of Kinesiology will provide high-quality educational experiences for our students, contribute to the scholarly advancement of our academic disciplines, and serve our professional societies and the community-at-large.

Program Overview

Ball State University’s School of Kinesiology offers a B.S. degree in the fast growing field of Sport Administration. The program provides specialized training that sport professionals are looking for in their employees. Ball State’s Sport Administration program is committed to producing high quality graduates by providing an innovative curriculum that embraces Ball State’s commitment to immersive learning. Students will receive hands-on experience in completing at least two outcome-based projects for regional sport organizations, organize an event on campus raising money for the Sport Administration Fund for Excellence, and have the opportunity to operate the Chase Charlie Races and work athletic events with the Sport Administration Association. These activities provide students with networking and skill development opportunities.

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Admission Standards:
1. Completion of ENG 104 and ECON 201 with a C or better
2. Completion of SPTA 190 and ACC 201 with C- or better
3. Completion of at least 8 hours of field experience in sport industry
4. Minimum overall GPA of 2.5

Retention Standards:
1. Maintain 2.5 GPA
2. C- or better in SPTA and BUS courses
3. 2.0 GPA in BUS minor courses
4. SPTA 479 requires approval and senior standing

Career Opportunities
The greatest number of entry-level jobs are in the area of ticket sales and services, followed by event and facility management, food and beverage, marketing, sponsorship sales and activation, community relations, administration and general management, technical services, accounting and finance, retail and licensing, creative services, and player operations. Students graduating from the Sport Administration program typically secure jobs with professional sport organizations, intercollegiate athletic departments, interscholastic athletic departments, sport marketing agencies, recreation departments, event management firms, golf courses, and vendors hired to outsource a variety of functions in an organization.

In addition to these professional employment opportunities, some students pursue further study in business, education, law, and sport management.

Graduates from our program have secured employment with the following organizations: All State Sugar Bowl, Arizona Diamondbacks, Arizona State University, Atlanta Hawks, Ball State University, Carillon Golf, Casper Cutthroats, Chicago Fire, Chicago Sky, Chicago White Sox, Columbus Clippers, Elkhart Sports Center, Evansville Ice Men, Exact Target, Fort Wayne TinCaps, Get Real Sports, Hoosier Park, IMG Academies, Indiana Ice, Indiana Sports Corporation, Indianapolis Colts, Indianapolis Indians, Iowa Events Center, Just Marketing International, Kansas Speedway, Legacy Marketing Partners, Machi Sports, NFHS, NFL, NCAA, Ohio State University, Pacers Sports & Entertainment, PGA Tour, Pittsburgh Pirates, Purdue University, Quad Cities River Bandits, Real Maryland FC, Ripken Baseball, St. Louis Cardinals, South Bend Silverhawks, Square One Sports, Tampa Bay Buccaneers, Top Flight Athletics, Tri City Dust Devils, University of Alabama, USA Football, Women’s Tennis Association, YMCA, Zimmerman Advertising, and MANY MORE!!

Internships
Completing an internship is a critical component to the program. Students must complete SPTA 479, a 12 credit, 400-hour experience.

Recent Organizations Served:

bsu.edu/sportadmin