

Faculty

Dr. Liz Wanless

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Dr. Leeann Lower

Assistant Professor of Sport Administration

Dr. Lindsay Pursglove

Assistant Professor of Sport Administration

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.

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.



Ask about how the Sport Administration Fund for Excellence can benefit your professional development.



Ball State University is committed to the principles of nondiscrimination and equal opportunity in education and employment. Further, the University is committed to the pursuit of excellence by prohibiting discrimination and being inclusive of individuals without regard to race, religion, color, sex (including pregnancy), sexual orientation, gender identity or gender expression, disability, genetic information, ethnicity, national origin or ancestry, age, or protected veteran status.

SPORT ADMINISTRATION



BALL STATE
UNIVERSITY®

School of Kinesiology

Kinesiology: The study of the impact of physical activity on health, society, and quality of life.

UNDERGRADUATE

Admission and Retention

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

Sport Administration Association

The mission of the SAA is to provide students with the opportunity to establish social and educational growth in the field of sport administration. The club is actively involved in gaining hands-on experience in the areas of marketing, promotions, game day operations, event management, ticket sales and community relations. Annually, the club organizes the Chase Charlie Races in the fall and the Career in Sports Symposium in the spring. The club provides students with educational opportunities in the field by organizing field trips, inviting guest speakers and attending conferences.

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:

American Jr Golf Assoc., Indianapolis Motor Speedway, Atlanta Hawks, Indy 500 Festival, Ball State Athletics, James Madison University, Buffalo Bills, Kane County Cougars, Casper Ghosts, Mid-American Conference, Charlotte Hornets, NCAA, Chicago Sky (WNBA), Natl. Fed. Of State High School Assoc., Columbus Clippers, Daytona Cubs, Florida Atlantic Univ., Normal Cornbelters North-Western, Florida Panthers, Fort Wayne Tin Caps, Fort Wayne Komets, Purdue Athletics, Ripken Academy, Georgia State Games, Roger Dean Stadium, Golden State Warriors, San Diego State Univ., Indiana Golf Foundation, Scout Camp Combines, Indiana Sports Corporation, Special Olympics Indiana, Indiana HS Athletic Assoc., South Bend Silverhawks, Indiana Pacers, Indiana Fever, University of Notre Dame, Indianapolis Colts, University of Louisville, Indianapolis Ice, US Olympic Training Center

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!!

Curriculum Requirements

Required Major Core Courses (63 hours)

SPTA 190 Intro to Sport Administration	(3)
SPTA 195, ISOM 125 or CS 104 Computer Applications	(3)
SPTA 290 Revenue Generation in Sport	(3)
SPTA 300 Sport Law	(3)
SPTA 303 Sport Marketing	(3)
SPTA 305 Sport Finance	(3)
SPTA 345 Sport Communication	(3)
SPTA 402 Event and Facility Management	(3)
SPTA 448 Sport Governance	(3)
SPTA 470 International & Comparative Admin of Sport	(3)
SPTA 485 Sport Management	(3)
SPTA 479 Sport Admin Internship	(12)
PEP 409 Psychological/Social Issues in Sport	(3)
ACC 201 Principles of Accounting 1	(3)
BL 260 Principles of Business Law	(3)
ECON 201 Elementary Microeconomics	(3)
MGT 300 Managing Behavior in Organizations	(3)
MKG 300 Principles of Marketing	(3)

Students MUST also complete 1 of the following minors:

1. Foundations of Business Minor (12 additional hours)
ACC 201, ACC 202, BL 260, ECON 201, ECON 202, ECON 221, ISOM 135, MATH 111 or MATH 132
2. Foundations of Management Minor (15 additional hours)
ACC 201, ECON 201, ISOM 135, ISOM 210, ISOM 251, MGT 300, MGT241, MGT 361
3. Marketing Minor (15 additional hours)
MKG 300, 15 hours from 300-400 level marketing electives with at least 6 hours from MKG 400 courses.
4. Professional Selling Minor.

The program includes 75-78 total hours of the 120 credit hour undergraduate degree.

bsu.edu/sportadmin