



Sport Administration Undergraduate Major

**BALL STATE
UNIVERSITY**

College of Health · School of Kinesiology

Program Overview

Whether your interest lies in professional, collegiate, or interscholastic sport; marketing and management agencies; profit or non-profit organizations; or parks and recreation, our comprehensive curriculum incorporate an experiential, hands-on methodology. By graduation, you will have real-world experience and industry knowledge to achieve employment or pursue a graduate program. The Indianapolis Colts, Indiana Pacers, St. Louis Cardinals, Women's Tennis Association, the All State Sugar Bowl, San Jose Sharks, and Octagon are just a few of the many major sports organizations, marketing agencies, and management firms graduates of our Sport Administration major have gone on to work for. These types of employers need driven, committed people who can blend their understanding of athletics with business acumen and creative instinct—all while keeping up with a fast-paced, fast-growing business.

Starting as early as the introductory course you will work closely with Ball State Athletics, giving you direct insight into the operations of a NCAA Division I organization. This type of experience will continue throughout your time at Ball State. Just a few of the highlights include completing at least three outcome-based projects for regional sport organizations and organizing various events on campus to raise money for local charitable organizations.

Networking Opportunities and Special Guests

Our relationship with Ball State Athletics and the Fort Wayne TinCaps allow students an opportunity to gain experience in operations & on-field promotions and revenue generation, respectively.

Thanks to a partnership between Ball State Athletics and our student club, the Sport Administration Association, the club is able to take major-wide networking trips and invite sport industry leaders to network with students on campus.

Our alumni will also be an important part of your experience. They remain connected to our program by mentoring our students. Through our alumni, you will get to explore careers in your field interest and graduate into an established professional network that can connect you with potential employers.



Real-World Learning Opportunities

The Ball State Sport Administration curriculum is almost completely experiential. **You learn by doing and graduate with experience.** For example, in SPTA 290 Revenue Generation, students sell tickets for a professional sport organization (Ball State University and Ft. Wayne TinCaps).

You will also gain professional experience before you graduate by completing an internship. Students complete internships with organizations across the state of Indiana, the U.S., and abroad.

Sport Administration Association/Women in Sport Business

Participating in student organizations offer additional opportunities to learn about careers in their chosen field, network with industry professionals, participate in hands-on experiential learning, acquire leadership experience, and converse with professional and collegiate executives through Q&A sessions.

Major Requirements

Our bachelor of science (BS) in sport administration blends courses in general business with those unique to our own field, along with the University Core Curriculum required of all Ball State students.

Major Courses

ACC 201	Principles of Accounting (3)
BL 260	Principles of Business Law (3)
ECON 201	Elementary Microeconomics (3)
MGT 300	Managing Behavior in Org (3)
MKG 300	Principles of Marketing (3)
SPTA 190	Intro to Sport Administration (3)
SPTA 195	Comp Tech App for Sport Admin (3)
SPTA 205	Sport History (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	Sport Event and Facility Mgt. (3)
SPTA 448	Sport Governance (3)
SPTA 470	Int and Comp Admin of Sport (3)
SPTA 479	Sport Admin Internship (12)
SPTA 485	Sport Management (3)

You will also need to complete one of four possible minors and a 400-hour internship (12 credit hours).

Minors

Foundations of Business
Foundations of Management
Marketing
Professional Selling

www.bsu.edu/sportadmin

www.chasecharlie.com

www.bsu.edu/kinesiology

Admission and Retention

Admission Standards:

1. Completion of ENG 104 with a C or better
2. Completion of SPTA 190 with a C- or better
3. Completion of at least 8 hours of field experience in sport industry
4. Minimum overall GPA of 2.0

Retention Standards:

1. Maintain 2.0 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

Connect With Us

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