

Sports Administration Major (SAM)

Sports Administration is an interdisciplinary field of study that draws from a wide range of academic disciplines. Each discipline helps inform the enterprise of amateur, professional, and other sport-related professions. Students work throughout the curriculum to focus on content areas relevant to the arena of sport. The interdisciplinary emphasis of the Sports Administration major aims to educate students in the skills and theory necessary to assume both leadership and supportive positions involved with the various roles sport plays within our society.

The Sports Administration major is formed around a core set of classes intended to provide a solid foundation to any student wishing to pursue a profession in a sports-related organization. Through the core, this major provides a basic introduction that acknowledges the various knowledge and skills associated with being a professional in the field. Furthermore, students will have the opportunity to explore individualized areas of interest by focusing on one of two tracks. The focus of each track provides a solid base for working within a sports-related organization or obtaining a graduate degree upon the successful completion of the program.

Learning Objectives: By the end of this program, students should be able to:

- Relate foundational knowledge of basic concepts and practices associated with sports administration;
- Analyze and think critically about personal and social issues within sports-related organizations; and
- Apply knowledge gained from coursework to an integrative sports administrative experience.

Learning Outcomes: In order to reach the objectives of the program, students will be required to:

- Demonstrate fundamental knowledge and skills in the area of sport industry concepts, theories, and practices;
- Demonstrate effective interactional skills within the sport industry, which includes leadership, assessment, promotion, and marketing;
- Demonstrate analytical and critical thinking skills related to sports operations, health, and relationships;
- Demonstrate an understanding of sport's place in society, including historical and cultural knowledge as it relates to the broader community;
- Demonstrate the ability to apply class knowledge to the sport industry through an internship experience; and
- Complete an integrative sports administration capstone experience.

Degree Type: Bachelor of Arts (BA)

Program Contact: Associate Professor Kenny Sibal

No minor required.

Department: Sports Administration

Type: B.A.

Core Courses	39 hours
Tracks	21 hours
Communication and Media Studies Track	
Kinesiology and Health Studies Track	
Total	60

Core Courses

Item #	Title	Credit Hour(s)
BUA210	Principles of Accounting I	3
BUA211	Principles of Accounting II	3
BUA333	Sports Marketing	3
COMM333	Sports and Communication	3
KHS180	First Aid and CPR	3
KHS214	Foundations of Kinesiology	3
KHS400	Psycho-social Issues in Kinesiology and Health Studies	3
SOC330	Sociology of Sport	3
SAM315	Sports Events and Operations Planning	3
SAM400	Legal Issues in Sport	3
SAM450	Senior Seminar	3
SOC111	Principles of Sociology	3
	EC0221 or EC0223	3

Tracks

Select remaining courses from one track.

Communication and Media Studies Track

Item #	Title	Credit Hour(s)
COMM215	Introduction to Media Studies	3
COMM264	Sports Media Practicum	1-3
COMM360	Event Planning	3
COMM460	Internship	3-6
	COMM315 or COMM415	3
	COMM345 or COMM420	3
	COMM312, 350, or 400	3

Kinesiology and Health Studies Track

Item #	Title	Credit Hour(s)
KHS304	Anatomy for Allied Health	4
KHS306	Physiology for Allied Health	3
KHS410	Measurement and Evaluation in Kinesiology	3
KHS423	Physiology of Exercise	3
KHS460	Internship in Kinesiology and Health Studies	1-6
MAT111	Elementary Probability and Statistics	3
	BIO100 or BIO111	3-4
	Total credits:	60