

# SPORT ADMINISTRATION (BS)

This program was approved for students entering the university in the Summer 2025-Spring 2026 catalog year. For more information about catalog year, go to Catalog Year Information (<https://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

## Bachelor of Science in Sport Administration (SPADBS)

Unit: College of Education and Human Development (<http://www.louisville.edu/edu/>)

Department: Health & Sport Sciences (<http://louisville.edu/education/departments/hss/>) (HSS)

Academic Plan Code(s): SPADBS, SPADBS\_0

## Program Information

*This program can be completed* 100% online (<https://louisville.edu/online/programs/bachelors/bachelor-of-science-in-sport-administration/>).

Sport Administration (SPAD) is the business side of sport.

Sport managers work with all of the business aspects surrounding sport organizations and sporting events such as leadership, organizational behavior, marketing, finance, law, facility management, fundraising, event management, multimedia, sponsorships, and promotion.

The University of Louisville offers a Bachelor of Science in Sport Administration. The undergraduate program is designed to prepare students to enter careers in the sport industry. The SPAD program has a diverse student population representing a variety of geographical, cultural, educational, and professional backgrounds. Our students gain valuable experience working, interning, and volunteering on many significant service-learning projects for local and community agencies. We utilize many guest lecturers from sport business organizations each semester to speak with our students about how to excel as a business professional in the sport industry.

## Degree Summary

Code	Title	Hours
	General Education Requirements ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) <sup>1</sup>	31
	College/School Requirements <sup>1</sup>	3
	Program/Major Requirements	51
	Supporting Courses	35
	<b>Minimum Total Hours</b>	<b>120</b>

<sup>1</sup> Some credit hours from the General Education Requirements may be satisfied by courses defined by the program, in which case additional electives will be required to complete the minimum hours for the degree. See the Degree Requirements tab for specific coursework.

Specific coursework information can be found on the Degree Requirements tab.

## Departmental Admission Requirements

See admissions requirements for the College of Education and Human Development at <https://louisville.edu/admissions> (<https://louisville.edu/admissions/>).

## General Education Requirements

Code	Title	Hours
	General Education Requirements ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	31

The following course can be taken to fulfill the respective General Education Requirement and a major requirement:

All degrees require the completion of the University-wide General Education Program (link provided above). Some General Education requirements may be met in the requirements for the major or supporting coursework, in which case additional electives may be required to complete the minimum hours for the degree.

## College/School Requirements

Code	Title	Hours
HSS 181	First-Year Experience <sup>*</sup>	1
	Select two (2) Physical Activity Courses (see list below)	2
	<b>Minimum Total Hours</b>	<b>3</b>

<sup>\*</sup> Not required for transfer students with 24 credit hours or more. Students who successfully complete a first year experience course through another college may waive this requirement.

## Program/Major Requirements

Code	Title	Hours
<b>Core Courses in Sport Administration</b>		
SPAD 281	Principles of Sport Administration	3
SPAD 284	Sport Leadership and Ethics	3
SPAD 345	Sport Communication	3
SPAD 383	Sport Marketing	3
SPAD 390	Sport Governance	3
SPAD 391	Sociology of Sport	3
SPAD 395	Sport Sales and Fundraising	3
SPAD 401	Career Development in Sport Administration	3
SPAD 402	Internship in Sport Administration - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) & 402	6
	Internship in Sport Administration - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) (take course twice)	
SPAD 404	Financial Principles in Sport	3
SPAD 484	Strategic Management in Sport	3
SPAD 489	Legal Aspects of Sport	3
SPAD 490	Senior Seminar in Sport Business	3
<b>SPAD Electives</b>		
	Select three of the following courses:	9
HSS 293	Social and Psychological Dimensions of Physical Activity - SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	
SPAD 333	Field Experience in Sport Administration	
SPAD 336	Digital Development & Technology in Sport	

SPAD 342	Race and sport in the U.S. - D1 ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ), SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )
SPAD 353	Sport and Film
SPAD 360	Administration of Intramural Activities
SPAD 405	Sport Facility Management
SPAD 437	Data and Analytics in Sport
SPAD 480	Athletics in Higher Education
SPAD 509	International Sport
SPAD 510	Entrepreneurship in Sport Business
SPAD 524	Management of Professional Baseball
SPAD 525	Sport Event Planning and Management
SPAD 529	Women and Sport
SPAD 536	Sport Administration in Nonprofit Organizations
SPAD 561	Special Topics in Sport Administration
SPAD 571	Sport for Development and Peace

**Minimum Total Hours** 51

Code	Title	Hours
<b>Supporting Courses</b>		
Electives <sup>1</sup>		35

A minimum of 120 credit hours with an overall GPA of 2.25 is required including a minimum of 50 credit hours at the 300 level.

SPAD and HSS courses used to meet requirements for the major must have a C- or higher.

<sup>1</sup>SPAD majors are strongly encouraged to complete a minor. Suggested minors include: Athletic Coaching, Business Administration, Communication, Economics, Entrepreneurship, Equine Business, Exercise Science, Finance and Management.

Code	Title	Hours
<b>Culminating Undergraduate Experience (Graduation requirement)</b>		
Requirement fulfilled by completing:		
SPAD 402	Internship in Sport Administration - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	

<sup>1</sup> Consult advisor. Students who satisfy General Education Requirements by courses defined by the program will require additional electives to complete the minimum hours for the degree.

Code	Title	Hours
<b>Physical Activity Courses</b>		
HSS 101	Beginning Swimming	1
HSS 102	Advanced Swimming	1
HSS 103	Life Saving	1
HSS 104	Scuba	1
HSS 108	Water Fitness	1
HSS 109	Weight Training	1
HSS 110	Physical Fitness and Conditioning	1
HSS 111	Aerobic Fitness	1
HSS 112	Mini-Marathon Training	1

HSS 114	Fitness Walking	1
HSS 115	Step Aerobics	1
HSS 116	Introduction to Yoga	1
HSS 117	Intermediate Yoga	1
HSS 118	Beginning Martial Arts	1
HSS 119	Intermediate Martial Arts	1
HSS 120	Beginning Racquetball	1
HSS 121	Billiards and Table Games	1
HSS 122	Badminton	1
HSS 123	Tennis	1
HSS 124	Advanced Tennis	1
HSS 125	Golf	1
HSS 126	Tumbling and Apparatus	1
HSS 127	Beginning Fencing	1
HSS 128	Pickleball	1
HSS 132	Canoeing	1
HSS 133	Backpacking and Hiking	1
HSS 134	Rappelling	1
HSS 136	Soccer	1
HSS 137	Volleyball	1
HSS 138	Basketball	1
HSS 140	Softball	1
HSS 144	Physical Activity for the Older Adult	1
HSS 145	Activity for the Physically Challenged	1
HSS 150	Special Topics: Physical Education Activities	1
HSS 160	Beginning Aerobic Dance	1
HSS 161	Intermediate Aerobic Dance	1
HSS 162	Beginning Modern Dance	1
HSS 163	Intermediate Modern Dance	1
HSS 164	Beginning Country Western Dance	1
HSS 165	Ballroom Dance	1
HSS 166	African Dance	1
HSS 167	Country Line Dance	1

## Flight Plan

Year 1		
Fall		Hours
ENGL 101	Introduction to College Writing - WC ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
HSS 181	First-Year Experience	1
SPAD 281 or SPAD 284	Principles of Sport Administration or Sport Leadership and Ethics	3
General Education: Cardinal Core Natural Sciences - S		3
General Education: Cardinal Core Natural Sciences Lab - SL		1
General Education: Cardinal Core Quantitative Reasoning - QR		3
HSS Activity Course (see list on Degree Requirements tab; HSS 101 - HSS 167)		1
<b>Hours</b>		<b>15</b>
Spring		
ENGL 102	Intermediate College Writing - WC ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
SPAD 284 or SPAD 281	Sport Leadership and Ethics or Principles of Sport Administration	3
General Education: Cardinal Core Arts & Humanities US Diversity - AHD1		3

General Education: Cardinal Core Natural Sciences - S	3
General Education: Cardinal Core Social & Behavioral Sciences Historical Perspective - SBH	3
HSS Activity Course (see list on Degree Requirements tab; HSS 101 - HSS 167)	1
<b>Hours</b>	<b>16</b>
<b>Year 2</b>	
<b>Fall</b>	
SPAD 345 Sport Communication	3
SPAD 383 Sport Marketing	3
General Education: Cardinal Core Arts & Humanities Global Diversity - AHD2	3
General Education: Cardinal Core Social & Behavioral Sciences - SB	3
General Elective	3
<b>Hours</b>	<b>15</b>
<b>Spring</b>	
SPAD 390 Sport Governance	3
SPAD 391 Sociology of Sport	3
General Education: Cardinal Core Oral Communication - OC	3
General Elective	3
General Elective	3
General Elective	1
<b>Hours</b>	<b>16</b>
<b>Year 3</b>	
<b>Fall</b>	
SPAD 395 Sport Sales and Fundraising	3
SPAD 484 Strategic Management in Sport	3
Sport Administration Elective	3
General Elective	3
General Elective	3
General Elective	1
<b>Hours</b>	<b>16</b>
<b>Spring</b>	
SPAD 489 Legal Aspects of Sport	3
Sport Administration Elective	3
General Elective	3
General Elective	3
General Elective (300 level or above)	3
<b>Hours</b>	<b>15</b>
<b>Year 4</b>	
<b>Fall</b>	
SPAD 401 Career Development in Sport Administration	3
SPAD 404 Financial Principles in Sport	3
Sport Administration Elective	3
General Elective (300 level or above)	3
General Elective	3
<b>Hours</b>	<b>15</b>
<b>Spring</b>	
SPAD 402 Internship in Sport Administration - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
SPAD 402 Internship in Sport Administration - CUE ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
SPAD 490 Senior Seminar in Sport Business	3
General Elective (300 level or above)	3
<b>Hours</b>	<b>12</b>
<b>Minimum Total Hours</b>	<b>120</b>

internship availability, etc.). Please consult your advisor for additional information about building a flight plan that works for you.

### Degree Audit Report

Degree Audit reports illustrate how your completed courses fulfill the requirements of your academic plan, and which requirements are still outstanding. Degree audits also take transfer credits and test credits into account. "What-if" reports allow you to compare the courses you have completed in your current academic plan to the courses required in another academic plan. Should you have questions about either report, please consult with your academic advisor.

### Flight Planner

The Flight Planner tool is available for you to create a personalized Flight Plan to graduation. Advisors have access to review your Flight Planner and can help you adjust it to ensure you remain on track to graduate in a timely manner.

### To create these reports:

1. Log into your ULink account.
2. Click on the Academic Progress tile.
3. Select the appropriate report.
  - a. To run a Degree Audit report, click on "View my Degree Audit."
  - b. To create a What-if report, click on "What-if Advisement Report."
  - c. To run a Flight Planner report, click on "Use My Flight Planner."

Click here to run a Degree Audit report, create a What-if report, or run a Flight Planner report. (<https://ulink.louisville.edu>)

The Flight Plan outlined above is intended to demonstrate one possible path to completing the degree within four years. Course selection and placement within the program may vary depending on course offerings and schedule, elective preferences, and other factors (study abroad,