BACHELOR'S PROGRAM

Bachelor of Science in SPORTS ADMINISTRATION

Changing the Game One Play at a Time.

The Sports Administration major exposes students to practical and theoretical aspects of the various components related to the administration and management of sport facilities, programs, and businesses. This program will provide an in-depth study of the sports industry and equip students with the knowledge and skills that are useful within a variety of related fields. Students will learn sports administration ethics, organizational management, sport facility and event management, communication of sporting events, and other topics related to the field.

PERSONAL

Our faculty have real-world professional experience to ensure you are challenged and supported through mentoring and the connections we provide.

PRACTICAL

Develop lifelong skills through your educational opportunities that are broadly useful, fully transferable and applicable to any challenge or career.

PURPOSE-DRIVEN

Use your degree as a stepping stone to pursue accredited certifications offered at leading organizations or post-graduate study programs.

CAREER AREAS:

- Event Management
- Sports Organization Director
- Athletic Facility Manager
- Coaching
- Parks & Recreational Programs
- Athletic Director

PAY TRENDS:

The median annual wage* for the **Recreation and Fitness** field of degree is:

**Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook. Not entry level - varies based on location, education and experience. Recent graduates would need to earn experience and advance in career to earn a higher salary.*

"My experience at NCWU has been exceptional, offering a welcoming, family-like atmosphere and a strong emphasis on both academics and athletics. The diverse environment and supportive community have helped me grow as a student and athlete."

Nadia Simmons, '24
BS in Business/Sports Administration
MS in Business Administration '25

NORTH CAROLINA WESLEYAN UNIVERSITY
ncwu.edu

BS IN SPORTS ADMINISTRATION

Scan to View Major Requirements

Minor in Sports Administration available.

General Graduation Guidelines:

- Total of 120 semester hours, 33 of which must be numbered 300 or 400 (Other programs may require coursework beyond 120 semester hours)
- At least 9 semester hours of courses designated as writing intensive
- A declared major
- A cumulative GPA average of C (2.00) and at least a C average in the graduation major

WHAT YOU WILL LEARN:

- Introduction to the world of sports administration
- Survey of current research and ethical concerns in the realm of the sport industry
- Survey all aspects of organization and administration of sport entities
- Acquired knowledge to organize, plan and manage all aspects of a large event
- Develop essential leadership competencies and skills for today's athletic administrators
- Explore necessary managerial activities and implementation of rules in relationship to the functioning of sport governing bodies
- Examine principles of marketing, promotion, sponsorship, public relations and licensing as it applies to the sport industry
- Develop and enhance students' knowledge and understanding of concepts and techniques of coaching and their application to achieve important objectives in working with athletes
- Audio and video reporting
- Engage students with the history of sports, their development as mass phenomenon, and as proxies for larger political and social issues of their respective societies

ADMISSIONS CRITERIA:

Applying to NC Wesleyan is as easy as **1-2-3**. You will have direct contact with a personal admissions counselor who will assist you every step of the way.

- Apply online for FREE
- Submit your high school transcript (*2.5 GPA or higher)*
- Complete your FAFSA at ***studentaid.gov*** *(School code is 002951)*

When we receive your application and transcript, we will provide you with an admissions decision and which scholarships you may be qualified to receive.

*For more information on admission requirements, visit **ncwu.edu/admissions**.*

APPLY TODAY!

*Scan the QR code to fill out your **FREE** application.*

REV 08-2026

For more information, contact:

Office of Admissions
252.985.5200
800.488.6292
admissions@ncwu.edu

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