EXERCISE AND SPORT SCIENCE MAJOR, B.A.—SPORT ADMINISTRATION

The sport administration program provides students with course work specific to sport-related business and administrative functions, settings, and organizations. Course topics include administration, economics, event planning and management, facility management, finance, law, marketing, sales, analytics and leadership/organizational behavior, sponsorship, and other important components of the sport industry. Students will also complete at least one (1) sport administration internship as part of program studies.

For more information, please contact Danielle Smith (daniellesmith@unc.edu).

Student Learning Outcomes

Upon completion of the Exercise and Sport Science program (sport administration track), students should be able to:

- Understand and apply fundamental processes related to the sales process, marketing of sport, and marketing through sport
- Recognize the challenges of planning, designing, and managing an effective and efficient sport event, as well as designing and managing a variety of sport and multipurpose facilities, and applying solutions or best practices to challenges
- Understand and identify the proper legal theory, including contracts, torts, property, agency, administrative, and Constitutional law as applied in the sport industry
- Apply specific critical thinking and analytical techniques used by financial managers to economic/financial challenges found in various sport settings
- Identify their own leadership qualities and core values, assess how their unique approach will help or hinder their ability to lead, and set a personal leadership vision to guide them within the sport industry
- Identify opportunities for experiential learning in the sport administration field, develop a professional portfolio and networking skills, understand organizational structures, and successfully navigate a sport

In addition to the program requirements, students must

- earn a minimum final cumulative GPA of 2.000
- complete a minimum of 45 academic credit hours earned from UNC—Chapel Hill courses
- take at least half of their major core requirements (courses and credit hours) at UNC—Chapel Hill
- earn a minimum cumulative GPA of 2.000 in the major core requirements. Some programs may require higher standards for major or specific courses.

For more information, please consult the degree requirements section of the catalog (http://catalog.unc.edu/undergraduate/degrees/requirements/).

Students seeking the major in exercise and sport science—sport administration (EXSS–SA) must complete the following requirements in addition to required General Education courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>EXSS 221</td>
<td>Introduction to Sport Administration</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 224</td>
<td>Sport Sales and Revenue Production Seminar</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 288</td>
<td>Emergency Care of Athletic Injuries and Illnesses</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 322</td>
<td>Fundamentals of Sport Marketing</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 332</td>
<td>Sport Facility and Event Management</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 342</td>
<td>Finance and Economics of Sport</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 326</td>
<td>Legal Aspects of Sport</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 493</td>
<td>Field Experience in Sport Administration</td>
<td>3</td>
</tr>
</tbody>
</table>

Six (6) additional credits must be earned in EXSS courses (at least one course, 3 hours, must be at the 200 level or above).

Additional Requirements

- ECON 101 Introduction to Economics (prerequisite for EXSS 324) 4
- STOR 151 Introduction to Data Analysis
- or STOR 155 or PSYC 210 Introduction to Data Models and Inference
- or STOR 215 Introduction to Statistical Principles of Psychological Research

Total Hours 37

Honors in Exercise and Sport Science

The senior honors program provides exercise and sport science majors the opportunity to pursue an independent, two-semester research project. A student must have an overall grade point average of 3.3 or above prior to acceptance into the departmental honors program and must maintain an overall average of 3.3 or above to remain in the program. Students complete EXSS 693H and EXSS 694H. Honors study involves the completion of a substantial piece of original research and the formal oral presentation of the results. Those successfully completing the program are awarded their degree with either honors or highest honors. Previous senior honors thesis topics and more information can be found at catalog.unc.edu/undergraduate/departments/exercise-sport-science/#coursetext.

Special Opportunities in Exercise and Sport Science

Students considering graduate work in sport administration should take EXSS 273.

Exercise and Sport Science (EXSS) course descriptions (http://catalog.unc.edu/undergraduate/departments/exercise-sport-science/#coursetext).
on the EXSS department web page. Please contact Dr. Claudio Battaglini (claudio@email.unc.edu) by email if you are interested.

**Departmental Involvement**

In addition to its academic offerings, the department houses many research laboratories, and the campus recreation program. Both provide experiences outside the classroom. Students may also affiliate with the Carolina Sports Business Club and the Carolina Sport Administration Club.

**Experiential Education/High-Impact**

The following courses satisfy the experiential education requirement in the Making Connections curriculum and some satisfy the high-impact experience requirement in the IDEAs in Action curriculum.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXSS 51</td>
<td>First-Year Seminar: Entrepreneurship in Human Performance and Sport</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 207</td>
<td>Coaching Principles</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 393</td>
<td>Sports Medicine Clinical</td>
<td>1</td>
</tr>
<tr>
<td>EXSS 395</td>
<td>Undergraduate Research Course</td>
<td>1-3</td>
</tr>
<tr>
<td>EXSS 420</td>
<td>Program Planning in Recreation Services</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 493</td>
<td>Field Experience in Sport Administration</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 593</td>
<td>Practicum in Physical Fitness and Wellness</td>
<td>1-3</td>
</tr>
<tr>
<td>EXSS 693H</td>
<td>Senior Honors Thesis</td>
<td>3</td>
</tr>
<tr>
<td>EXSS 694H</td>
<td>Senior Honors Thesis</td>
<td>3</td>
</tr>
</tbody>
</table>

**Laboratory Teaching Internships and Assistantships**

The fitness professional students serve a practicum with local fitness organizations.

**Study Abroad**

The Department of Exercise and Sport Science offers summer study abroad programs depending on faculty availability. Refer to the department's website and the study abroad website for more information. For other study abroad experiences the department will gladly work with its majors in advance of the experience to determine appropriate credit.

**Undergraduate Awards**

The Patrick F. Earey Award, named in honor of a longtime faculty member, is given annually to the outstanding senior major in the department. The award signifies exemplary leadership, academic achievement, and extracurricular involvement by a senior exercise and sport science major.

The Ronald W. Hyatt Scholarship, named in honor of the late Dr. Hyatt, one of Carolina’s “priceless gems” and a faculty member in the department, is a merit-based scholarship awarded annually to an outstanding full-time undergraduate exercise and sport science major with junior status.

**Undergraduate Research**

Students are encouraged to explore research interests by taking EXSS 395, completing independent research studies, or writing senior honors theses. Please review the EXSS website under the research laboratories tab to determine where your research interest lies. Contacting individual faculty in your area of interest is encouraged, or reach out to Claudio Battaglini (claudio@email.unc.edu), the EXSS director of undergraduate research.

**Department Programs**

**Majors**

- Exercise and Sport Science Major, B.A.–General (http://catalog.unc.edu/undergraduate/programs-study/exercise-sport-science-major-ba-general/)
- Exercise and Sport Science Major, B.A.–Fitness Professional (http://catalog.unc.edu/undergraduate/programs-study/exercise-sport-science-major-ba-fitness-professional/)
- Exercise and Sport Science Major, B.A.–Sport Administration (p. 1)

**Minors**

- Coaching Education Minor (http://catalog.unc.edu/undergraduate/programs-study/coaching-education-minor/)
- Exercise and Sport Science Minor (http://catalog.unc.edu/undergraduate/programs-study/exercise-sport-science-minor/)
- Sports Medicine Minor (http://catalog.unc.edu/undergraduate/programs-study/sports-medicine-minor/)

**Graduate Program**

- M.A. in Exercise and Sport Science (http://catalog.unc.edu/graduate/schools-departments/exercise-sport-science/)

**Contact Information**

Department of Exercise and Sport Science
Visit Program Website (http://exss.unc.edu)
209 Fetzer Hall, CB# 8700
(919) 962-2021

Danielle Smith
daniellesmith@unc.edu

Chair
Darin A. Padua

Director of Undergraduate Studies
Meredith Petschauer
mbusby@email.unc.edu