

Senate Reference No. 25-24

**MEMORANDUM**

**TO:** 2025-2026 Senate Executive Committee  
**FROM:** Alan Legg  
Chair, Curriculum Subcommittee  
**DATE:** 02/13/2026  
**SUBJECT:** Sports Management/Business Administration 4+1 program

The Curriculum Subcommittee reviewed a proposal from the Doermer School of Business for a Sports Management/Business Administration BSB/MBA 4+1 program. We find that the proposal requires no Senate review.

Thank you for the opportunity to review this proposal.

<b>Approve</b>	<b>Oppose</b>	<b>Abstain</b>	<b>Absent</b>	<b>Present Non-Voting</b>
Alan Legg			Steve Carr	Abe Schwab
Tara Lewis			Carl Drummond	Lucas Mollema
Terri Swim			Yanfei Liu	Tiffany Taylor-Smith
Cigdem Gurgur			Sabene Rizvi	Lacy Watson
Nurgul Aitalieva				



## Graduate Academic Program Memo

**Date:** 1/29/2026

**From:** Alanna Olah

**To:** Nodir Adilov, Dean

**Re:** Creation of a 4+1 B.S.B. in Sports Management and MBA





**Brief description of the program:**

The proposed 4+1 B.S. Sports Management and the Masters in Business Administration is a 144-credit hour program which prepares students for middle and senior leadership roles across non-profit and for-profit sports-related organizations.

**Brief rationale for program request:**

A major driver in the Fort Wayne economy is sports events and sports tourism. This creates a high demand for graduates equipped with knowledge and skills that are paramount to effective management of sports-related businesses. This degree combines preparation in Sports Management with the advanced professional skills acquired in the MBA. The BSB prepares students for the daily functions of sports managers with knowledge in accounting, finance, management, marketing, hospitality, human resources, and sales. At the graduate level, the focus shifts to strategic management and more senior-level decision making for managers. These combined degrees create a graduate who is prepared for managing day-to-day sports operations while also driving strategic initiatives and solving complex business problems.

**CIP Code:** 52.0101

<b>For completion by Office of Academic Affairs</b>	
DocuSigned by:  <small>011F0A0A34E84E9...</small> <i>Department Chair Signature</i>	1/29/2026
Signed by:  <small>641058873A524AC...</small> <i>School Dean Signature</i>	1/29/2026
DocuSigned by:  <small>D1FD9F609B9A4F9...</small> <i>Director of Graduate Studies</i>	1/29/2026
DocuSigned by:  <small>27109142004745C...</small> <i>Vice Chancellor for Academic Affairs Signature</i>	1/30/2026

PLEASE NOTE: The Office of Academic Affairs will collect electronic signatures from the Chair, Dean, Director of Graduate Studies, and Vice Chancellor for Academic Affairs after the form has been filled out and submitted to the Associate Vice Chancellor for Academic Programs with the rest of the program proposal.

## Proposal for Graduate Multiple Degree Combined Program (New, Revision, or Expiration)

Please complete each question below. Your proposal should be approved by your department- and college-level committees before being sent to the OAA, specifically the Associate Vice Chancellor for Academic Programs (AVCAP). Of course, the AVCAP is available to answer questions or provide guidance/feedback on your proposal anytime during the process.

1. Proposal Type – New Multiple Degree Program
2. Title: 4 + 1 in B.S. in Sports Management and Masters of Business Administration (MBA)
3. College: Doermer School of Business
4. 2nd College (if more than one involved): n/a
5. Department: Hospitality Management
6. 2nd Department (if more than one involved): MBA
7. International University (if applicable): n/a
8. Proposed Date of Initiation – Effective Term: Fall 2026

THE POLICY AND GUIDELINES (appendix H and I)

LINK: <https://catalog.purdue.edu/content.php?catoid=7&navoid=2914>

LINK: <https://catalog.purdue.edu/content.php?catoid=7&navoid=2948>

9. Method(s) of Delivery: **On Campus** Online (more than 50%) Distance Learning Hybrid
  - a. If hybrid, explain: n/a

### PROPOSAL

10. Summary:

The proposed 4+1 B.S. Sports Management and the Masters in Business Administration is a 144-credit hour program which prepares students for middle and senior leadership roles across non-profit and for-profit sports-related organizations.

11. List of Specific Degrees to be Conferred:

B.S.B. in Sports Management  
Masters of Business Administration (MBA)

12. Provide RATIONALE and NEED for offering the combined degree program. Include a description of the impact and benefits of the proposed program and the relationships of the proposed program to the mission and scope of the campus, to already existing campus programs, and to human resource supply and demand.

The B.S.B. in Sports Management degree was approved in late 2025 because it fulfills a clear employment need in the region as well as student interest. Combining the fact that the 2024-2025 school year had the highest participation rates in high school sports on record<sup>1</sup> with how Fort Wayne hosts many sporting events locally, especially in youth sports<sup>2</sup>, competition sports, and club sports. These events take place in both outdoor and indoor sports facilities such as Ash Centre (owned by World Baseball Academy), SportOne Parkview Fieldhouse, The Plex North, The Plex South, and Empowered Sports Club. Additionally, Fort Wayne is home to Turnstone, one of eight Paralympic Training Facilities in the United States<sup>3</sup>, hosting national and international adaptive sport competitions.

Greater Fort Wayne Inc. (2025), reported Allen County showed strong population and job growth, with 1,050 new job commitments generating \$74.7 million in new annual payroll, and more than \$2.6 billion in private investment for 2024<sup>4</sup>. According to Visit Fort Wayne (2024), the region has approximately 8.8 million visitors annually, generating \$995 million in visitor spending, which was an increase of 25% from the year prior<sup>5</sup>. Sports tourism is a major economic driver for Fort Wayne, as evidenced by the recent World Paravolley Sitting World Cup at Turnstone bringing an estimated \$2.3 million dollars in economic impact<sup>6</sup>. And, the city continues to grow in this arena by building a large sports fieldhouse entitled the North River Project with many convertible courts, in order to accommodate larger sporting events, and enhance sports tourism. Victus Advisors, in their 2024 feasibility study of the North River Project, estimated that project would add 899 sustainable annual jobs to Allen County.<sup>7</sup>

As PFW readies for launching up to 13 Club Sports in Fall 2026, this 4+1 program will be in a unique position to capture new students interested in club sports and sports management. Additionally, this will allow our Division I athletes a new program that uniquely meets their academic interests and their eligibility requirements.

To understand employment needs, we consulted Indiana Top Jobs (ranks need by the number of stars; 5 = highest need), and Onetonline.org (U.S. Bureau of Labor Statics,

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<sup>1</sup> Accessed 10/30/2025 from NFHS: [NFHS Link](#)

<sup>2</sup> Accessed 10/30/2025 from Visit Fort Wayne: [Visit Fort Wayne Link](#)

<sup>3</sup> Accessed 10/30/2025 from Turnstone: [Turnstone Link](#)

<sup>4</sup> Accessed 11/3/2025 from Greater Fort Wayne Inc: [Greater Fort Wayne, Inc., Link](#)

<sup>5</sup> Accessed 11/3/2025 from Visit Fort Wayne: [Visit Fort Wayne Link](#)

<sup>6</sup> Accessed 11/3/2025 from Sports Travel Magazine: [Sports Travel Magazine](#)

<sup>7</sup> Accessed 11/3/2025 from Wane.com (Page 148): [Wane.com Victus Advisors Study Link](#)

uses “Bright Outlook” to indicate jobs that are growing at a rate higher than the average). A B.S.B. in Sports Management prepares graduates for jobs in several areas (a) management and marketing (b) sales and sponsorships, (c) event management, (d) facility management, (e) sports analytics, and (f) sports event risk and security. The MBA prepares graduates for advanced positions in the areas listed above.

According to Top Jobs Indiana, there is a need for Advertising and Promotions Managers (3 stars), Facilities Managers (4 stars), Food Service Managers (4 stars), Purchasing Manager (4 stars), Security Managers (4 stars), General Managers (5 stars), Marketing Managers (5 stars), and Sales Managers (5 stars). A search of onetonline revealed an occupational title closely related to this degree: “Entertainment and Recreation Managers.” This occupation has a Bright Outlook.

This degree is closely related to Bachelors of Science in Business because essentially, sports management is a specific type of business. The daily functions of sports managers typically are in accounting, finance, management, marketing, hospitality, human resources, and sales. The students will have courses in each subject area at the undergraduate level. At the graduate level, the focus shifts to strategic management and more senior-level decision making for managers. These combined degrees create a graduate who is prepared for managing day-to-day sports operations while also driving strategic initiatives and solving complex business problems.

The 4+1 program in Sports Management and Business Administration aligns with Purdue University Fort Wayne’s mission to provide high-quality, career-oriented education that serves the needs of the region. The program will prepare graduates with the leadership, analytical, and managerial skills required in the expanding sports and event industries. As Fort Wayne continues to grow as a sports tourism hub—with new developments such as the North River Project—our graduates will be well-positioned to contribute to the community’s professional workforce and long-term development in this field.

At this point, we do not need additional resources to launch this program.

### 13. Objectives:

Graduates of the 4+1 program will:

- Apply business concepts in management, marketing, finance to strategic decision-making in sports organizations.
- Use analytical and data-driven approaches to evaluate complex issues and develop evidence-based solutions in sports management contexts.
- Communicate clearly and professionally with diverse stakeholders relevant to the sports industry.
- Apply ethical principles and socially responsible practices in management decisions across sports organizations.

- Incorporate global, cultural, and social dimensions in problem solving for sports organizations.

**14. Proposed Program Structure**

a. Admission Requirements and Process:

The program will follow all PFW undergraduate admission requirements; MBA graduate admission required before students take overlapping courses. Undergraduate students must have completed a minimum of 60 credit hours and have an undergraduate GPA of 3.0 or higher before starting overlapping courses.

b. Degree Requirements:

B.S.B. in Sports Management: 3.0 GPA; 120 credit hours fulfilling bachelor’s degree requirements, i.e., General Education requirements, supporting courses, Business Core and Sports Management courses; must earn a grade of C- or better in each BUS, ECON, HTM, and OLS applied to the degree; developmental courses do not apply to degree requirements.

Masters of Business Administration: 3.0 GPA; 36 credit hours in courses outlined below.

c. Scope, Size of the Program:

Because the B.S.B. in Sports Management is a new program set to launch in Fall 2026, we anticipate that 7-10 students will pursue the 4+1 option each year beginning in Year 3 of the program’s initiation. During Years 1 and 2, we expect that 3-5 transfer students will select this degree option. See Table 1 below.

d. Administrative Structure -- Include a description of the curriculum for the program, including plans of study for each of the separate programs, with specific notations of courses (numbers and titles) to be used to fulfill requirements for each program in the combined plan.

Students in this program will complete all degree requirements for their B.S.B. in Sports Management and the Masters of Business Administration. 12 credits (4 graduate-level classes) will count towards both, resulting in at least 120 credits towards the B.S., 36 credits towards the M.S., and at least 144 credits overall. Overlapping courses will count towards the Professional Core of the M.B.A.

B.S.B. Sports Management course	Replaced with ... for MBA Professional Core
ECON 32400 Foundations Of Business Data Analytics or MA 22900 Calculus For The Managerial, Social, And Biological Sciences I	BUS 54001 Statistical Modeling And Management Science

BUS 30101 Introduction To Marketing	BUS 56000 Strategic Marketing Mgmt
BUS 32100 Management Of Information Systems	BUS 55200 Management Of Information Technology
BUS 30102 Operations Management	BUS 57000 Data Driven Operations And Supply Chain Management

- e. Example plans of study showing overlap (this can be listed or attached as a separate file)  
See Appendix A for the plans of study

15. Sustainability and Impact on the State and Region:

The accelerated 4+1 Bachelor of Science in Business in Sports Management and Masters of Business Administration will have a significant positive impact on both Northeast Indiana and the state as a whole. A major driver in the Fort Wayne economy is sports events and sports tourism. This creates a high demand for graduates equipped with knowledge and skills that are paramount to effective management of sports-related businesses. As noted above, there are multiple key occupations that are related to these degrees that are in high demand in Indiana and across the nation. The B.S.B. in Sports Management requires an internship be completed by every student. This provides an opportunity for faculty to form close partnerships with employers and support students as they gain real-world experience. Sports employers will benefit by connecting with these students during the internship experience. Ultimately, employers can build bench-strength by capitalizing on the relationship with our students before they graduate. Collectively, this initiative enhances the region’s economic vitality, addresses statewide workforce needs, and builds on our state’s capacity as a leader in sports tourism by creating a network of sports management professionals.

16. Staffing and Infrastructure - Describe the resources over and above present levels required to initiate the program (space and other physical needs, faculty and staff, fiscal needs, other).

The combined degree programs will function within the current frameworks of the current undergraduate and graduate programs, resulting in no new or additional administrative processes. The combined degree program is comprised entirely of courses already being taught in the department and will be administratively supported through the preexisting faculty and staff.

- a. Additional Requirements:

No additional staffing or resources are needed to launch this program.

Graduate School and Graduate Program Requirements:

<https://www.purdue.edu/gradschool/prospective/gradrequirements/index.html>

**Table 1**  
**ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY**  
**Date: 1/29/2026**

Institution/Location: Purdue University Fort Wayne  
 Program: 4+1 BSB Sports Management & MBA

	<u>Year #1</u> <u>FY 2014</u>	<u>Year # 2</u> <u>FY2015</u>	<u>Year # 3</u> <u>FY 2016</u>	<u>Year # 4</u> <u>FY 2017</u>	<u>Year # 5</u> <u>FY 2018</u>
Enrollment Projections (Headcount)					
Full-Time	<u>2</u>	<u>2</u>	<u>5</u>	<u>6</u>	<u>10</u>
Part-Time	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>2</u>
Total	<u>3</u>	<u>3</u>	<u>6</u>	<u>8</u>	<u>12</u>
Enrollment Projections (FTE)					
Full-Time	<u>2</u>	<u>2</u>	<u>5</u>	<u>6</u>	<u>10</u>
Part-Time	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>2</u>
Total	<u>3</u>	<u>3</u>	<u>6</u>	<u>8</u>	<u>12</u>
Degree Completions Projection	<u>0</u>	<u>0</u>	<u>6</u>	<u>6</u>	<u>18</u>

CHE Code: 12-XX  
 Campus Code: XXXX  
 County: XXXX  
 Degree Level: XXX  
 CIP Code: Federal - 000000; State - 000000

## APPENDIX A: Sports Management 4+1 Plan

Fall 1	
BUS 10000	1
A2: Rec COM 11400	3
A3: Rec MA 15300	3
POL 25200 Sports and Public Policy	3
B6: Rec PHIL 11100	3
HTM 10000 Intro Hosp	3
<b>Total</b>	<b>16</b>

Spring 1	
BUS 20002	1
ECON 20101	3
ECON 27000	3
B4: Rec NUTR 30300	3
A1: Rec ENGL 13100	3
Gen Ed: B5	3
<b>Total</b>	<b>16</b>

General Education	30
BUS Core Courses	56
SPM Courses	28
Electives	6
<b>Total</b>	<b>120</b>

Fall 2	
BUS 10001	3
BUS 20100	3
BUS 20300	3
BUS 20401	3
A1: Rec ENGL 23301	3
<b>Total</b>	<b>15</b>

Spring 2	
BUS 20001	0
BUS 20101	3
BUS 20200	3
ECON 20201	3
HTM XXXX Esports Mgmt	3
OLS 33800 Leadership in Sports	3
<b>Total</b>	<b>15</b>

Fall 3	
BUS 30100	3
Gen Ed: B7	3
Elective	3
BUS 30200	3
HTM 33400- Intro to Sports Event Mgmt	3
<b>Total</b>	<b>15</b>

Spring 3		
ECON 32400 or MA 22900	BUS 54001	3
Gen Ed: B8		3
HTM 30200 Hosp & Tour Internship		1
HTM 32200 Facilities Mgmt		3
ECON XXXXX Sports Analytics(was ECON 30600)		3
<b>Total</b>		<b>13</b>

Fall 4		
BUS 30101	BUS 56000	3
BUS 30102	BUS 57000	3
BUS 43000		3
OLS 39900 Sports Law		3
Gen Ed Elective		3
<b>Total</b>		<b>15</b>

Spring 4		
BUS 40000		0
BUS 48500		3
BUS 40400		3
HTM XXXX Sport Event Risk Mgmt		3
Elective		3
BUS 32100	BUS 55200	3
<b>Total</b>		<b>15</b>

<b>Undergraduate Total</b>	<b>120</b>
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Double-Counted Courses		
BUS 54001	Spring 3	3
BUS 56000	Fall 4	3
BUS 55200	Fall 4	3
BUS 57000	Spring 4	3
<b>Total</b>		<b>12</b>

Grad Summer		
BUS 52400		3
<b>Total</b>		<b>3</b>

Graduate Fall		
BUS 54202		3
BUS 54200		3
BUS 60001		3
Elective		3
<b>Total</b>		<b>12</b>

Graduate Spring		
BUS 54201		3
BUS 59000		3
Elective		3
<b>Total</b>		<b>9</b>

<b>Graduate Total</b>	<b>36</b>
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<b>Program Total</b>	<b>144</b>
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Liaison Librarian Memo

Date:

From:

To:

Re:

Describe availability of library resources to support proposed new program:

Comments:

*Sarah Wagner* \_\_\_\_\_ *11-11-2025*  
*Liaison Librarian Signature* *Date*