

**PURDUE UNIVERSITY BOARD OF TRUSTEES
EXECUTIVE SUMMARY DEGREE PROPOSAL TEMPLATE**

PLEASE NOTE THAT THE FULL ACADEMIC DEGREE PROGRAM SUBMISSION DOCUMENT WILL NEED TO BE COMPLETED FOR THE INDIANA COMMISSION ON HIGHER EDUCATION (see <https://www.in.gov/che/academic-affairs/academic-degree-programs/>). Both this template and the Academic Degree Program Submission are submitted to the Purdue Board of Trustees. When this form is complete, please save and return to sdunk@purdue.edu with tables as separate attachment.

DATE: November 19, 2024
TO: Board of Trustees
FROM: Jeanne Boyd, Ph.D., Primary Contact, (317) 285-8780; boydjm@purdue.edu
CC: Patrick Tutka, Ph.D., Secondary Contact, (716) 385-9472; ptutka@purdue.edu
SUBJECT: Master of Science in Sport Management

CAMPUS OFFERING DEGREE: Purdue West Lafayette

ANTICIPATED START DATE: Fall 2025

1. IS THE DEGREE RESIDENTIAL, HYBRID, OR ONLINE?

The degree is residential with courses taught in West Lafayette and Indianapolis.

2. BRIEF OVERVIEW OF DEGREE/WHY IS THE DEGREE NEEDED?

Purdue University is recognized both nationally and internationally for its diverse academic programs and strong emphasis on research, innovation, and student success. However, the lack of a specialized Sport Management program presents a missed opportunity for students eager to enter this dynamic field.

Sport Management is a highly relational discipline where networking has a direct impact on current and future employment opportunities. With established partnerships with Purdue Athletics and the Indy Sports Corp, as well as connections to other Indianapolis-based organizations, we are poised to offer valuable internships and research opportunities. These partnerships will enable students to build essential connections, which we believe will encourage them to remain in the state of Indiana post-graduation.

By introducing this program, Purdue will expand its academic offerings and attract prospective students passionate about sports. Furthermore, the program will benefit students from various disciplines who can take advantage of our 4 + 1 degree option on both West Lafayette and Purdue in Indianapolis campuses.

3. BRIEF EVIDENCE OF FEDERAL, STATE, AND REGIONAL LABOR MARKET NEED

National employment trends for Sport Management graduates have shown both growth and expanding opportunities in recent years. According to the U.S. Bureau of Labor Statistics, from 2023 to 2033, jobs in the sport and entertainment field are projected to grow 11% (much faster than the average for all occupations). This translates to approximately 108,900 new positions each year¹. Over the past decade, the economic impact of sport on the greater Indianapolis area has been substantial, significantly bolstering the local economy. The Indianapolis Motor Speedway (IMS) alone has generated over \$1 billion annually, driven by events such as the Indianapolis 500 and other motorsport activities. Additionally, major NCAA events, including the Men's Final Four have contributed hundreds of millions of dollars to the economy. For instance, the 2021 NCAA men's basketball tournament had a direct economic impact of \$47 million. The city's professional sports teams, notably the Indianapolis Colts (NFL) and Indiana Pacers (NBA), have also played a pivotal role, enhancing economic activity through game-day spending, tourism, and job creation. Collectively, between 2013 and 2023, sports events and franchises have generated an estimated \$3.3 billion in direct spending and supported nearly 10,000 jobs in the region².

¹ US Bureau of Labor Statistics Occupational Handbook, 2023, [link](#)

² Indiana University Public Policy Institute,

The upward trend in sports jobs in Indiana is driven by a combination of economic impact, major sports organizations in the greater Indianapolis region, and investment in sports infrastructure. This trend is expected to continue, providing numerous job opportunities, and contributing to the state's economic growth. In the next ten years, sport and entertainment opportunities are projected to grow 4% in the State of Indiana, which is faster than the average of all professions³.

4. COSTS

- A. Tuition and Fees—Following Current University Tuition and Fees.
- B. Financial Projection Table
<https://www.purdue.edu/provost/policies/iche.html> (Tab 1)
- C. Program Review and Expenditure Summary
<https://www.purdue.edu/provost/policies/iche.html> (Tab 2)
- D. Enrollment Projection
<https://www.purdue.edu/provost/policies/iche.html> (Tab 3)

5. LIST OF SIMILAR DEGREES IN THE PURDUE SYSTEM AND DISTINCTIVE ELEMENTS FOR THIS DEGREE

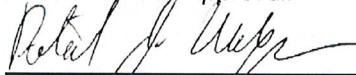
There are no similar programs in the Purdue System.

Upon acceptance into the program, students will undergo an in-depth interview to identify areas of interest, growth, and specialization. Personalized Professional Development Plans (PPDP's) will be created for each student, resulting in an individualized program design. Regular check-ins, job coaching, and mentoring will also be provided throughout their interdisciplinary course of study.

6. COMPETITIVE DEGREES – BRIEF SUMMARY

Several Sport Management programs across the country are highly regarded for their quality of education, faculty expertise, industry connections, and overall reputation: Ohio University is perhaps the oldest and most established program in the United States. In existence since 1966, it has set the standard for all others, kept up with current trends and has the strongest track record of graduate success in various segments of the sport industry, due to its extensive alumni network. The University of North Carolina's program offers a generalist MS in Sport Administration and two dual degrees: Law/Sport Administration and MBA/Sport Administration. Each student receives a two-year full scholarship and is not permitted to work outside the department. The UNC program is also known for its heavy concentration on intercollegiate athletics.

Recommended Approval:



Patrick J. Wolfe, Ph.D.

Provost and Executive Vice President for Academic Affairs and Diversity
Miller Family Professor of Statistics and Computer Science

01/23/2025

Date

Approved:



Mung Chiang, Ph.D.
President

Roscoe H. George Distinguished Professor of Electrical and Computer Engineering

1.23.2025

Date

³Hoosierdata.in.gov, 2024 [link](#)

Program Financial Projection
Financial Office Table
Purdue West Lafayette Campus and Purdue in Indianapolis
MS Degree in Sport Management

	Year #1	Year #2	Year #3	Year #4	Year #5
	FY 2026				
	(Fall 2025)	FY 2027	FY 2028	FY 2029	FY 2030
I. ENROLLMENT					
1. Program Credit Hours Generated (FTE * 30 for BS & FTE * 24 for masters/graduate)					
a. Existing Courses	0	0	0	0	0
b. New Courses	12	24	24	24	24
Total	12	24	24	24	24
2. Full-Time Equivalents (FTE)					
a. Full-Time FTEs	35	70	90	100	100
b. Part-Time FTEs	0	0	0	0	0
Total Full/Part-Time FTE	35	70	90	100	100
c. On-Campus Transfer FTEs	0	0	0	0	0
d. New-to-Campus FTEs	35	70	90	100	100
Total On/New-to-Campus FTE	35	70	90	100	100
3. Program Majors - Headcount					
a. Full-Time Students	35	70	90	100	100
b. Part-Time Students	0	0	0	0	0
Total Full/Part-Time HC	35	70	90	100	100
c. In-State	18	35	45	50	50
d. Out-of-State	17	35	45	50	50
Total In/Out of State HC	35	70	90	100	100

Notes

For both undergraduate and graduate degree enrollment projections, please carefully consider competitive degree enrollments and how the Purdue program will be marketed in the calculation of enrollment and degree completion projections.

^ Enter footnotes in the last section of this table for to provide additional details (required for 'other' categories) and projection and/or calculation logic.

Program Financial Projection
Financial Office Table
Purdue West Lafayette Campus and Purdue in Indianapolis
MS Degree in Sport Management

	Year #1 FY 2026 (Fall 2025)	Year #2 FY 2027	Year #3 FY 2028	Year #4 FY 2029	Year #5 FY 2030
II. INCREMENTAL REVENUE					
1. Projected # of New Students ⁽¹⁾	35	70	90	100	100
2. General Tuition & Fees ⁽²⁾					
a. General Service	\$ 9,718	\$ 9,718	\$ 9,718	\$ 9,718	\$ 9,718
b. Technology Fee	\$ -	\$ -	\$ -	\$ -	\$ -
c. Repair & Rehabilitation Fee	\$ -	\$ -	\$ -	\$ -	\$ -
d. Student Fitness & Wellness Fee	\$ 234	\$ 234	\$ 234	\$ 234	\$ 234
e. Student Activity Fee	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40
Total General Service T&F	\$ 9,992	\$ 9,992	\$ 9,992	\$ 9,992	\$ 9,992
2. Additional Fees - if applicable ⁽³⁾					
a. Differential Fees	-	-	-	-	-
b. Course Fees	-	-	-	-	-
c. Other Fees	-	-	-	-	-
Total Additional Fees	\$ -	\$ -	\$ -	\$ -	\$ -
Total Incremental Revenue	\$ 669,354	\$ 1,357,510	\$ 1,745,370	\$ 1,939,300	\$ 1,939,300

Notes

(1) New Students represents the anticipated number of *new* students to campus; transfers or existing students are **not** to be included. The Total is set equal to the 'New-to-Campus FTEs' completed in the Enrollment section (I2d).

(2) T&F must match approved Bursar rates (refer to Bursar website). The calculation should be based on the **Full-Time/ Resident** Student T&F (Undergraduate programs only). If the new degree program is primarily Part-Time students, then the T&F needs to be adjusted appropriately for this type of expected enrollment.

(3) If additional fees are applicable, then each fee must be individually listed above and match approved Bursar rates (refer to Bursar website).

Bursar T&F Website: <https://www.purdue.edu/bursar/tuition/index.html>

^ Enter footnotes in the last section of this table for to provide additional details (required for 'other' categories) and projection and/or calculation logic.

Program Financial Projection
Financial Office Table
Purdue West Lafayette Campus and Purdue in Indianapolis
MS Degree in Sport Management

	Year #1		Year #2		Year #3		Year #4		Year #5	
	FY 2026 (Fall 2025)		FY 2027		FY 2028		FY 2029		FY 2030	
III. EXPENDITURES										
1. Salary and Wages	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost
a. Faculty	3.00	425,000	5.00	687,750	5.00	708,383	5.00	729,634	5.00	751,523
b. Limited Term Lecturers	2.00	150,000	2.00	154,500	2.00	159,135	2.00	163,909	2.00	168,826
c. Graduate Students										
d. Other (Post Doc/Staff)	1.00	85,000	1.00	87,550	1.00	90,177	1.00	92,882	1.00	95,668
Total S&W	6.00	\$ 660,000	8.00	\$ 929,800	8.00	\$ 957,694	8.00	\$ 986,425	8.00	\$ 1,016,018
2. Fringes and Fee Remissions										
a. Fringe Benefits		198,000		278,940		287,308		295,927		304,805
b. Fee Remissions		-		-		-		-		-
Total FB & FR		\$ 198,000		\$ 278,940		\$ 287,308		\$ 295,927		\$ 304,805
3. Supplies and Expenses										
a. General Supplies & Expenses		16,000		16,000		16,000		16,000		16,000
b. Minor Equipment		4,000		8,000		8,000		6,000		6,000
c. Recruiting & Marketing		-		50,000		50,000		60,000		60,000
d. Travel & Entertainment		3,500		3,500		3,500		3,500		3,500
e. Other (Library, subscriptions, IT)		2,500		5,000		5,000		5,000		5,000
Total Supplies and Expense		\$ 26,000		\$ 82,500		\$ 82,500		\$ 90,500		\$ 90,500
4. Capital										
a. Capitalized Equipment										
b. Repair & Replacement										
Total Equipment		\$ -		\$ -		\$ -		\$ -		\$ -
Total Expenditures		\$ 884,000		\$ 1,291,240		\$ 1,327,502		\$ 1,372,852		\$ 1,411,323
Projected Program Surplus/(Deficit)*	\$	(214,646)	\$	66,270	\$	417,868	\$	566,448	\$	527,977

* For the CHE proposal, only identify the nature of the support. It is not necessary to note dollars in the report; however, it should be stated that there is sufficient revenue to cover expenses. Projected surplus/deficit is an aid to identify potential new University revenue, anticipated program costs, and degree substantiality. This does not represent any type of funding request.

^ Enter footnotes in the last section of this table for to provide additional details (required for 'other' categories) and projection and/or calculation logic.

Program Financial Projection
Financial Office Table
Purdue West Lafayette Campus and Purdue in Indianapolis
MS Degree in Sport Management

Program Financial Projection
Financial Office Table
Purdue West Lafayette Campus and Purdue in Indianapolis
MS Degree in Sport Management

FOOTNOTES

I. Enrollment Details

- 1. Program Credit Hours Generated
- 2. Full-Time Equivalents (FTE)
- 3. Program Majors - Headcount

II. Incremental Revenue Details

- 1. Projected # of New Students
- 2. General Tuition & Fees
- 3. Additional Fees - if applicable

III. Expenditure Details

- 1. Salary and Wages
- 2. Fringes and Fee Remissions
- 3. Supplies and Expenses
- 4. Capital

Program Revenue and Expenditure Summary
Board of Trustees Table
Purdue West Lafayette Campus and Purdue in Indianapolis
MS Degree in Sport Management

	Year #1 FY 2026 (Fall 2025)	Year #2 FY 2027	Year #3 FY 2028	Year #4 FY 2029	Year #5 FY 2030
Total Incremental Revenue*	\$ 669,354	\$ 1,357,510	\$ 1,745,370	\$ 1,939,300	\$ 1,939,300
Total Expenditures	\$ 884,000	\$ 1,291,240	\$ 1,327,502	\$ 1,372,852	\$ 1,411,323
Projected Program Surplus/(Deficit)**	\$ (214,646)	\$ 66,270	\$ 417,868	\$ 566,448	\$ 527,977

*Based on the anticipated number of **new** students to campus; transfers or existing students are not included. Projected incremental revenue is based on the current **full-time** tuition and fees approved by the Bursar.

**Projected surplus/deficit is an aid to identify potential new University revenue, anticipated program costs, and degree substantiality. This does not represent any type of funding request.

Additional Departmental Footnotes:

Projected Headcount and FTE Enrollment and Degrees Conferred
Board of Trustees & ICHE Table
Purdue West Lafayette Campus and Purdue in Indianapolis
MS Degree in Sport Management

	Year #1 FY 2026 (Fall 2025)	Year # 2 FY 2027	Year # 3 FY 2028	Year # 4 FY 2029	Year # 5 FY 2030
Enrollment Projections (Headcount)	35	70	90	100	100
Enrollment Projections (FTE)	35	70	90	100	100
Degree Completions Projection	0	35	70	90	100