

Landscape Analysis of Sports Business Assets and Programming in Central Indiana

Ball State University

Undergraduate Sport Administration Major:

<https://www.bsu.edu/academics/collegesanddepartments/kinesiology/academic-programs/bachelors-degrees/sport-administration>

Graduate Sport Administration Degree:

<https://www.bsu.edu/academics/collegesanddepartments/kinesiology/academic-programs/masters-degrees/sport-administration>

Sports Media Major:

<https://www.bsu.edu/academics/collegesanddepartments/media>
<https://ballstatesportslink.com/>

Graduate Sport Psychology Degree:

<https://www.bsu.edu/academics/collegesanddepartments/kinesiology/academic-programs/masters-degrees/sport-exercise-psychology>

Graduate Coaching Degree:

<https://www.bsu.edu/academics/collegesanddepartments/kinesiology/about/faculty-and-staff/athletic-coaching-education>

Butler University

Undergraduate Sports Media Major:

<https://www.butler.edu/communication/journalism-creative-media/sports-media/>

Undergraduate Esports Communication Minor:

<https://www.butler.edu/communication/journalism-creative-media/esports-communication/>

Franklin College

Undergraduate Sports Communication Major:

<https://franklincollege.edu/academics/majors/multimedia-journalism-franklin-college/>

Indiana State University

Undergraduate Sport Management Major:

<https://www.indstate.edu/academics/undergraduate/majors/sport-management>

Graduate Sport Management Degree:

<https://www.indstate.edu/academics/graduate/masters/sport-management>

Online Graduate Sport Management Degree:

<https://www.indstate.edu/academics/online/graduate/sport-mgmt>

University of Indianapolis

Undergraduate Sport Management Major:

<https://uindy.edu/health-sciences/kinesiology/sport-management>

Graduate Sport Management Degree:

<https://uindy.edu/health-sciences/sport-management-masters>

Undergraduate Sports Communication Concentration:

<https://uindy.edu/cas/communication/sports-information>

Indiana University Bloomington

The Media School – National Center for Sports Journalism – Sports Media Concentration

<https://nsjc.mediaschool.indiana.edu/>

Undergraduate Sport Marketing and Management Major:

<https://publichealth.indiana.edu/undergraduate/degrees-majors/sport-marketing.html>

Graduate Athletic Administration Degree:

<https://publichealth.indiana.edu/masters/degrees-majors/athletic-administration.html>

Kelley School of Business Sports Industry Workshop:

<https://kelley.iu.edu/programs/undergrad/academics/workshops/sports-industry.html>

Doctoral (PHD) Degree in Sport Management

https://bulletins.iu.edu/iub/phb/2022-2023/graduate/doctoral/human-perf-sport-mgt.shtml?_gl=1*_1gxqz6i*_ga*MTYwNTk3MTg3Ny4xNzEwNzg3MTUz*_ga_61CH0D2DQW*MTcxMTYzNjQ5OC40LjEuMTcxMTYzNjU5NS4yNC4wLjA

IU Sports Innovation Initiative

<https://iuventures.com/new-iu-sports-innovation-initiative-reflects-game-plan-to-grow-indianas-sports-tech-sector/>

IU Angel Network Sports Innovation Initiative

<https://blogs.iu.edu/innovate/2021/01/21/the-launch-of-the-iu-angel-network-sports-innovation-initiative/>

Indiana University Indianapolis

Undergraduate Sport Management Major:

<https://shhs.iupui.edu/academics/tourism-event-sport/bstesm-sports.html>

Sports Data Analytics (4+1 degree)

<https://shhs.iupui.edu/academics/tourism-event-sport/dual-sports-analytics.html>

Sports Data Analytics Masters Degree:

<https://luddy.iupui.edu/degrees/masters/data-science/sports-analytics/index.html>

Sports Innovation Institute

<https://sii.iupui.edu/>

Undergraduate Sports Journalism Concentration:

<https://liberalarts.iupui.edu/departments/journalismPR/related-programs/sports-journalism-at-iupui/>

Master's Degree in Sports Journalism (Sports Capital Journalism Program):

<https://liberalarts.iupui.edu/programs/sportsjournalism/>

Marian University

Undergraduate Sport Business Concentration:

<https://www.marian.edu/academics/byrum-school-of-business/programs/Specializations/business-in-sports>

Sports Psychology Concentration:

<https://www.marian.edu/college-of-arts-and-sciences/department-of-psychological-science-and-counseling/psychological-sciences/sport-applications>

Purdue in Indianapolis

Motor Sports Engineering

<https://www.admissions.purdue.edu/majors/a-to-z/motorsports-engineering.php>

Sports Engineering

<https://engineering.purdue.edu/sports-engineering>

Ray Ewry Sports Engineering Center

<https://engineering.purdue.edu/Engr/Ewry/index.html>

Assessments of the Central Indiana Sports Industry Landscape

<https://sii.iupui.edu/about/Recent-Work/3.4-billion-annually-and-counting.html>

<https://policyinstitute.iu.edu/research-analysis/research-findings/ims-economic-fiscal-contributions-2023.html>

<https://policyinstitute.iu.edu/research-analysis/research-findings/indy-parks.html>

[https://sii.iupui.edu/Research/indy-sports-poll/Fan Take on Sport Strategy.html](https://sii.iupui.edu/Research/indy-sports-poll/Fan_Take_on_Sport_Strategy.html)

chrome-

[extension://efaidnbmnnnibpcajpcglclefindmkaj/https://archives.iupui.edu/server/api/core/bitstreams/45b40f30-4324-4dbd-b37f-20682e971be6/content](https://archives.iupui.edu/server/api/core/bitstreams/45b40f30-4324-4dbd-b37f-20682e971be6/content)

Central Indiana Ecosystem Current Academic Unit Strengths

Sports Journalism, Digital Content, and Storytelling

- Ball State Sports Link
- Butler University Sports Media major and Esports communication minor
- UIndy Sports Communication Concentration
- Franklin College Sports Communication major
- IU Bloomington National Sports Journalism Center (undergraduate concentration)
- IU Indianapolis Capitol Sports Journalism program (undergraduate concentration and graduate degree)

Data Analytics

- IU Indianapolis – Masters Degree
- Purdue (WL) Data Mine
- “Crossroad Classic” Sports Data Analytics competition

Sports Engineering

- With an emphasis in motor sports engineering
- Purdue University in Indianapolis

Innovation

- Ray Ewry Sports Engineering Center
- IU Indianapolis Sports Innovation Institute

Sports Events (Events, Facilities, Tourism)

- IU Indianapolis undergraduate degree in sport management
- Ball State Sport Administration undergraduate degree
- Indiana State undergraduate sport management
- IU Bloomington undergraduate and graduate degree in sport management
- University of Indianapolis undergraduate and graduate degree in sport management
- Indiana State University undergraduate sport management