Sport Management

Siena Heights University Sport Management Program is offered through the Business and Management Division ensuring that students receive a solid background in business knowledge and skills. Students also receive a strong sport foundation that challenges them to examine the culture of sport, reflect on the ethical dimensions of sport, analyze critical issues in sport, as well as, study and participate in event planning, marketing, and sport management. Students complete their program with a capstone course that gives them the opportunity to solve complex sport business problems. Graduates of the program receive a Bachelor of Arts degree in Sport Management.

Community-Based Learning

Siena Heights University Sport Management students get hands-on experience their first year through community-based learning projects. Students collaborate with the Boys and Girls Club of Lenawee County and the Adrian City Parks and Recreation Department to coordinate sport programs including a flag football program, Family Day event, award ceremony, and Halloween event. These community-based learning partnerships provide students the opportunity to combine theoretical and practical experiences while contributing to local organizations.
Field Experience

The highlight of the Sport Management Program is the field experience component that provides students the chance to complete two practical, real-world experiences. The first is a 150-hour practicum that gives students an introduction to the sport field and lets them explore possible careers. During their senior year students will complete a 40-hour per week internship that spans an entire academic semester. This experience gives students the opportunity to gain valuable experience related to their career aspirations and a chance to begin building their own professional network.

Students have completed internships at a variety of college, professional and other sports organizations, sport venues and more!

A few examples are:
• Palace of Auburn Hills Sports & Entertainment
• Michigan International Speedway
• Walt Disney Company Wide World of Sports
• Detroit Red Wings
• University of Tennessee Athletic Department
• Oakland University Athletic Department
• Toledo Storm Hockey (Renamed Toledo Walleye)

Sport Management Student Association

The mission of the Sport Management Student Association (SMSA) is to provide professional development opportunities for Sport Management majors and students interested in pursuing a career in sport, to offer programs that promote and foster awareness of the field of sport management, and to encourage social interaction among sport management majors.

Why Siena?

“The Sport Management program at Siena Heights University really helped me prepare myself for finding a job and being successful in the sport field. The small class sizes and caring professors made it easy for me to learn and be successful.”

— Rob Hemmig ’07
Ticket/Group Sales
Michigan International Speedway
## Business: Sport Management
Bachelor of Arts Degree Major

### A. Cognate Requirements ................................17 semester hours
1. ACC 203 Principles of Accounting I .........................4
2. ACC 240 Principles of Accounting II ..........................4
3. BAM 218 Introduction to Information Systems
   or BAM 465 Management Information Systems .............3
4. #ECO 221 Microeconomics ........................................3
5. #MAT 143 Introduction to Statistics
   or #MAT 174 Data Analysis and Statistics ...................3

### B. Business and Management Division
Core Requirements ..............................................6 semester hours
1. BAM 201 Business Communications
   or BAM 441 Communication Skills for Managers ............3
2. MKT 310 Marketing Principles and Cases .....................3

### C. Sport Management Required Courses ..30 semester hours
1. SMG 210 Introduction to Sport Management ...................3
2. SMG 350 Management of Sport Organizations ..................3
3. SMG 360 Sport Marketing ...........................................3
4. SMG 370 Research Methods in Sport Management ...........3
5. SMG 365 Sport Facility Design & Event Management ........3
6. SMG 463 Legal and Ethical Issues in Sport .....................3
7. SMG 475 Sport Finance and Business ..........................3
8. SMG 495 Sport Management Senior Seminar .................3
9. SMG ..........................Sport Management Electives ..............6
   Choose two of the following:
   SMG 221 Sport Psychology
   SMG 342 Sport in American Society
   SMG 343 History and Philosophy of Sport
   SMG 444 Sport and the Media
   SMG 445 Cultural Studies in Sport
   SMG 285 Special Topics in Sport
   SMG 485 Special Topics in Sport

### D. Total for Major and Cognates ....................53 semester hours

### E. Sport Management Field Experiences .12-15 semester hours
*SMG 280 Practicum Experience ..................................3
*SMG 480 Internship Experience ...................................9-12

### F. Liberal Arts ...........................................32-34 semester hours

### G. General Electives ......................................18-23 semester hours

### H. Total for Degree .....................................120 semester hours

* Students must have a 2.5 GPA in the major to complete a practicum experience and a 2.7 GPA in the major to complete the internship experience.

# May be double counted toward major and Liberal Arts requirements.

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### Accreditation
Siena Heights University is a Catholic, co-educational university founded in the liberal arts tradition by the Adrian Dominican Congregation in 1919. The main campus in Adrian enrolls about 1,200 students in full-time and part-time study leading to associate’s, bachelor’s and master’s degrees.

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For more information about the Sports Management program at Siena Heights University please call the admissions office at (800) 521-0009, or email us at admissions@sienaheights.edu.

www.sienaheights.edu