Sport Management

Don’t have a 90 mile-per-hour fastball or run like the wind? You can still be a key contributor to a sports organization. Siena Heights University distinguishes itself from other institutions by offering a Sport Management program based on a strong business core, including management, marketing, organizational behavior, economics, ethics, law, finance, and communications. Reflecting a strong commitment to the liberal arts, students in this major also receive a broad general education in the humanities and fine arts, science, mathematics, social science and communications. Students who complete the program receive a Bachelor of Arts degree in Sport Management.

Why Siena?

“When Siena Heights introduced their new Sports Management program my sophomore year, I knew it was the perfect fit for me. Being able to study the thing I loved seemed too good to be true. Immediately joining the program I began acquiring the knowledge and skills I would need to help me excel on the business side in sports. This is my sixth year in professional sports and I am currently the Director of Corporate Partnerships for the Staten Island Yankees, which are owned by the top management group in all of Minor League Baseball, Mandalay Baseball Properties.”

— Bob Gearing ’04
SPORT MANAGEMENT

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)

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.

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

For more information about the Sport 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