



SIENA HEIGHTS UNIVERSITY SPORT MANAGEMENT

Siena Heights University • 1247 East Siena Heights Drive • Adrian, MI 49221

www.sienaheights.edu



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 Requirements17 semester hours

1. ACC 203 Principles of Accounting I.....4
2. ACC 240 Principles of Accounting II4
3. BAM 218 Introduction to Information Systems
or BAM 465 Management Information Systems3
4. #ECO 221 Microeconomics3
5. #MAT 143 Introduction to Statistics
or #MAT 174 Data Analysis and Statistics3

B. Business and Management Division

Core Requirements.....6 semester hours

1. BAM 201 Business Communications
or BAM 441 Communication Skills for Managers3
2. MKT 310 Marketing Principles and Cases3

C. Sport Management Required Courses ..30 semester hours

1. SMG 210 Introduction to Sport Management3
2. SMG 350 Management of Sport Organizations3
3. SMG 360 Sport Marketing3
4. SMG 370 Research Methods in Sport Management3
5. SMG 365 Sport Facility Design & Event Management3
6. SMG 463 Legal and Ethical Issues in Sport3
7. SMG 475 Sport Finance and Business3
8. SMG 495 Sport Management Senior Seminar3
9. SMG ___ Sport Management Electives6
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 Cognates53 semester hours

E. Sport Management Field Experiences .12-15 semester hours

- *SMG 280 Practicum Experience3
- *SMG 480 Internship Experience9-12

F. Liberal Arts32-34 semester hours

G. General Electives18-23 semester hours

H. Total for Degree120 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.



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.

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.

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