



# Think HIGHER



## SIENA HEIGHTS UNIVERSITY SPORT MANAGEMENT

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

[www.sienaheights.edu](http://www.sienaheights.edu)

### 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](mailto:admissions@sienaheights.edu).

[www.sienaheights.edu](http://www.sienaheights.edu)