



Business Administration Professional Specialization: Sport Management

The Business Administration major at Daemen is a broad-based program of study that strategically balances academic preparation, professional training, and hands-on experience to prepare our students for success beyond the classroom.

Our Sport Management students benefit from a program that is unique from others in the area because we focus on teaching students the business of sports. Graduates will receive a Bachelor's degree for Business Administration with a specialization in Sport Management.

Career Options:

Graduates can work at professional sport franchises, campus athletics department, regional marketing firms, recreation programs and more.

Courses Offered:

Introduction to Sport Management, Sports Marketing, Introduction to Public Relations, Legal Aspects of Sport Management, Facility and Recreation Management, Human Resource Management, and Labor Relations.

Sport Management at Daemen:

- As reported in the Wall Street Journal and recently in the Sports Business Journal, employers in the sport industry have been clear that they want students who know how to apply business concepts to the world of sport. At Daemen, we provide sport management students with the experience and know-how to view sport through marketing, management and finance lenses.
- Daemen sports management students also have the benefit of working with the College's Athletics Department which is a part of NCAA Division II membership.
- Students are very involved in service learning, internships and volunteer work from their first year. Daemen students benefit from a diverse exposure to many different aspects in sport through practical work experience. These experiences include working with professional and college athletics organizations, high school athletics programs, sporting goods manufactures and recreational sporting sites.



Daemen College has received specialized accreditation for its B.S. Business Administration (all specializations) program through the International Accreditation Council for Business Education (IACBE), located in Olathe, Kansas.

Students are Taught by Talented Sport Management Professionals:

- The faculty at Daemen includes individuals who spent years working in the field of sport management. The NCAA, Buffalo Bills, and Cleveland Browns are just a few of the professional organizations faculty have worked for.
- Daemen also calls on the many talented sport management professionals in the Western New York region to serve as either instructors or guest lecturers, providing students with a first-hand account of what it takes to succeed in this competitive field.
- Faculty members encourage and help students to volunteer at major sporting events like home Buffalo Bills games, NCAA basketball championships, World Junior Hockey Championships, high school championships and Empire State Games.

Faculty Spotlight:

Associate Professor - Bridget Niland, a native of Williamsville, Niland served in several management positions at the National Collegiate Athletic Association (NCAA) headquarters in Indianapolis, Indiana, and as a trial attorney with United States Department of Justice in Washington, D.C. Niland holds a master's degree in higher education administration from the University at Buffalo Graduate School of Education and a law degree from the University of Buffalo School of Law. She earned her bachelor's degree at UB.

Assistant Professor, Program Coordinator - William Regan, a native of Western New York, comes to Daemen with over 25 years of experience in college and recreational sport management. Most recently Bill has worked at the National Collegiate Athletic Association (NCAA) for 14 years. Bill earned his law degree from the University of Akron and his Masters in Sport Administration from Canisius College.

did you know...

Daemen sport management students are working or have worked at all of the major sport entities in Western New York, including the major professional teams like the Sabres, Bills, Bandits and Bisons, as well as successful college programs such as Canisius College, University at Buffalo, and Niagara University. Students also intern in the recreation and fitness business working at various YMCA branches, golf courses and privately owned fitness facilities.



Chris, Business Administration-Sport Management

"During my junior year, I had the opportunity to be the Special Events intern at the Harborcenter. I assisted staff with various events such as the grand opening and the IIHF U18 Women's World Championship. I used what I learned at Daemen throughout my internship to network and gain contacts that led to my senior year internship.

During my senior year I was a Community Relations intern with the Buffalo Sabres. I was given many responsibilities such as giving tours, orchestrating team signings, and community-based events. My internship with the Sabres was when I realized I wanted to make a career in professional sports.

Upon graduation, I attained a Graduate Assistant position with the Buffalo Bills Event Operations and Guest Experience Department. Thus far, I have worked various events and have been given a supervisory role on game days with the Club Buffalo Bills Tailgate.

At Daemen they have the staff, faculty, and advisors that will help the transition into life after graduation with ease."



Alum Profile – Gregory Adrian

Gregory Adrian received a bachelor's degree in business administration with a specialization in sport management from Daemen College, and then set his sights on pursuing a career in hockey operations. He went on to volunteer for two seasons with the Canisius College hockey program while also earning a master's degree in sport administration.

After graduating from Canisius, Adrian worked in the area of hockey technology at Buffalo's HarborCenter, and then secured a position as director of hockey operations for the women's team at the University of Vermont. After two seasons at UVM, he moved on to the same position at the University of Minnesota, a program that has won four of the previous six national championships and more championships than any other program in women's college hockey.

"Daemen's environment provided me many great opportunities that I otherwise would not have had during my time as a student," Adrian said. "I have a lot of great memories from Daemen and I am especially grateful for all that I learned in classes with Professor Niland and Professor Lynch, who were exceptional teachers."