

DAEMEN

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 the NCAA Division II.
- Students are very involved in service learning, internships and volunteer work from their first year. Daemen students benefit from 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.

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 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.



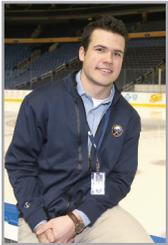
Daemen College has received specialized accreditation for its B.S. Business Administration (all specializations) program through the International Accreditation Council for Business Education (IACBE), located in Olathe, Kansas.

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 member of the Daemen faculty since 2006, oversees the Sport Management specialization. A native of Williamsville, NY, Professor Niland has played critical roles in youth and collegiate sport both in Western New York and at the national level. Bridget served as the Director of Athletics and Special Assistant to the President at Daemen College where she oversaw the athletic program's transition from National Association of Intercollegiate Athletics (NAIA) to National Collegiate Athletic Association (NCAA) Division II membership. Currently, she is Director of Project Play WNY, an initiative funded by the Community Foundation for Greater Buffalo and the Ralph C. Wilson Jr. Foundation. The initiative ensures that all kids have the opportunity to be active through sports and partners with the Buffalo Bills and Buffalo Sabres to offer accessible and quality programming. Previously, Bridget worked as an Associate Director at the NCAA in Indianapolis, Indiana, as a trial attorney at the United States Department of Justice in Washington, D.C., and as a law clerk serving the late Honorable John T. Curtin of the Western District of New York.



Chris, Business Administration-Sport Management '16

"During my junior year, I had the opportunity to be the Special Events intern at the Harbor Center. 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 organizing 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. I then moved on to the Buffalo Sabres Community Relations staff. Currently, I am the Event Services Coordinator for the Buffalo Bills and oversee the programming in the AdPro Sports Fieldhouse.

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

For more information...

Contact Bridget Niland, Associate Professor, at (716) 472-5951 or beniland@daemen.edu

