SPORT MANAGEMENT

Mission

Our mission is to prepare students for diverse career opportunities across the sports industry by championing experiential learning, technological adaptability, and ethical leadership. We are dedicated to developing resilient, innovative, and collaborative professionals capable of leading with integrity to meet the ever-changing needs of the field.

Goals

A degree in sport management at Niagara University prepares students for leadership positions in the many sectors of this exciting and evolving sport and recreation industries. The program addresses issues and challenges facing professional teams, collegiate athletics, youth sport, adult recreation, and the overall health and fitness economy. The program prepares students for careers in this innovative and ever-evolving field by exposing them to a wide array of current issues and giving them the tools to help develop solutions through policy and governance, sport law, sport marketing and promotions, and event and facility management. The broad-based business curriculum blends courses in sport management with broader-based business studies, such as leadership, budgeting and technological skills. while putting an emphasis on the skills needed for managers and leaders to succeed upon entering the profession.

To further enhance this preparation, students in the major are encouraged to select from a broad variety of elective courses, study abroad, or pursue a second specialized concentration. Upon completion of the B.S. degree in sport management, graduates will possess the competencies for employment in management positions in a broad range of sport settings such as parks and recreation programs, interscholastic and intercollegiate athletics programs, not-for-profit sport organizations, professional sport franchises, stadiums, arenas, recreational facilities, golf and country clubs, resorts, spas, community and fitness centers. Upon graduation, students may also elect to pursue graduate study. The program aims to provide training in applying specific knowledge and to develop designated skills. These objectives are further detailed in individual course outlines.

- Sport Management, B.S. (https://catalog.niagara.edu/undergraduate/programs-az/hospitality-tourism-management/sport-management/sport-management-bs/)
- Sport Management, Minor (https://catalog.niagara.edu/undergraduate/programs-az/hospitality-tourism-management/sport-management/sport-management-minor/)