Be a legend. Davenport’s BBA sport management degree teaches you the business of sports. You’ll learn sports marketing and gain legal and regulatory understanding along with knowledge about day-to-day operations of sports venues. It’s a challenging field of study that qualifies you to be rewarded in an exciting, high-action industry.

Why DU?

• 100% of our Bachelor of Business Administration sport management respondents reported that they would recommend the program to others.

• Instead of focusing on the training room or physiology, this is a well-rounded curriculum that focuses on business, management and leadership specific to the sports industry.

• Includes an internship/consulting experience, allowing you to demonstrate your technical skill and teamwork abilities. DU students have interned with the Detroit Pistons, Detroit Red Wings, USA football, The Palace of Auburn Hills, and other prestigious organizations.

Davenport University

• We are a private, non-profit university preparing students for a career.

• We award $15 million in scholarships each year.

• We keep a low student-to-faculty ratio.

• We offer 11 campuses across Michigan.

• We specialize in flexible online or on-campus classes days and evenings.

• We are nationally respected for our curriculum and faculty.

Donald W. Maine College of Business

DU has been a leader in business education since 1866, with a proud tradition of preparing leaders for today and tomorrow. Respected, rigorous and proven, we focus on your success. Find your future with Davenport.

Learn more from admissions representatives at 800-686-1600 or davenport.edu