



Sport Management

Bachelor of Business Administration



The Commission on Sport Management Accreditation (COSMA)-accredited BBA in Sport Management at Davenport University prepares you for leadership careers in the sport business industry. We expose you to the legal, regulatory, marketing and operational aspects of sport venue management. Program requirements include two internships and courses in governance, advertising, operations, analytics, facility management, law and the global sport industry.

Your program also includes the critical areas of accounting, marketing, economics, finance, IT, business research and statistics in a learning environment that balances textbook theory with real-world sport business application. By building both theoretical knowledge and applied experience, you are well prepared for a career in the sports industry.

A BBA degree in Sport Management can be completed in-seat or online.

Why DU?

- Complete two internships resulting in 300+ hours in sport business. DU students have interned with the Detroit Pistons, Detroit Red Wings, USA Football, The Palace of Auburn Hills and other prestigious organizations.
- In 2015, Davenport earned the COSMA Accreditation for Sport Management and is one of only 24 universities globally to achieve this distinction.
- Our Sport Management Student Organization (SMSO) is committed to creating opportunities for students to network with industry professionals and alumni.
- Graduates expand their career choices as they earn their Bachelor of Business Administration degree in Sport Management.

Davenport University

- We are a private, non-profit university preparing students for a career.
- We are accredited by the International Assembly for Collegiate Business Education and by the Higher Learning Commission.
- We award \$15 million in scholarships each year.
- We keep a low student-to-faculty ratio. Class average is 15 students.
- We offer classes online and at campuses across Michigan.
- 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.

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



COSMA Accreditation

In 2015, Davenport’s Sport Management Program received accreditation through the Commission on Sport Management Accreditation. COSMA is a specialized accrediting body whose purpose is to promote and recognize excellence in sport management education worldwide in colleges and universities. COSMA reviews sport management programs and evaluates how well the program educates students and prepares them for a career in the sport management industry. Eligibility for COSMA includes having institutional accreditation, so the institutional issues such as financial viability and resources are also addressed.



Employment Opportunities

These are a few occupations that are critical to the economy and expect to have significant employment opportunities in the future:

- Athletic Director
- Commercial Sports Facility Manager
- Special Events Marketing Director
- Sporting Goods Account Executive
- Sports Marketing Director
- Sports Sales Manager
- Event Coordinator
- Youth Sports Manager
- Director of Stadium Operations

Who Hires Our Majors

Examples where students have received an internship or employment are:

- Detroit Lions
- Detroit Red Wings
- Chicago Fire
- Grand Rapids Drive
- University of Alabama
- Edge Lacrosse
- USA Football
- MVP Sports Clubs

2016 Job Statistics – Average Salary

Sport Facility Manager	\$90,050	Sports Sales Manager	\$117,960
Event Coordinator	\$47,350	Sport Advertising & Marketing Manager	\$127,560

Data retrieved from the Bureau of Labor Statistics and represents median pay.



Get where the world is going