



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.

Career Options:

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

Courses Offered:

Introduction to Sport Management, Sports Marketing, Introduction to Public Relations, Legal Aspects of Sport 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.
- The curriculum includes practical coursework through which students will learn the skills needed to succeed in the competitive field of sport and recreation management.

Daemen's program 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.

- Students are very involved in service learning, internships and volunteer work. Our department tends to place students at youth recreation sites around the community where they both manage recreation programs and interact with young people in sport or recreation setting.



Daemen College has received specialized accreditation for its B.S. Business Administration (all specializations) program through the International Assembly for Collegiate 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 students to volunteer at major sporting events like home Buffalo Bills games, NCAA basketball tournaments and the recently held World Junior Hockey Championships and Empire State Games.

Faculty:

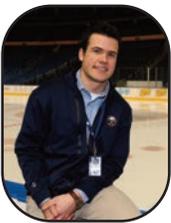
Associate Professor, Program Coordinator - Bridget Niland, a native of Williamsville, returned to the Buffalo area to coordinate the sport management specialization within the Business Administration department at Daemen College. Prior to joining the Daemen faculty, Niland served in several management positions and the National Collegiate Athletic Association (NCAA) headquarters in Indianapolis, Indiana. Niland joined the NCAA after working as a trial attorney with United States Department of Justice in Washington, D.C. She has recently published articles in the area of collegiate sport, sport gambling, and the ethics of sport. Her teaching experience includes serving as an adjunct faculty member in the Ball State University School of Physical Education, Sport and Exercise Science and at the University of Buffalo School of Law. In addition to her teaching responsibilities, Niland also serves as Daemen NCAA Division II Faculty Athletics Representative. 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.

Adjunct Faculty Members:

- Michael McDonald - MS Physical Education, Canisius College
- Stephanie Albano - MS Sports Administration, Canisius College
- Amanda Zanghi - MS Sports Administration, Canisius College
- Brandi Guerinot - MA Sport and Exercise Management, Ohio State University

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."

For more information, contact assistant professor Bridget Niland, at 716-839-8397 or bniland@daemen.edu.