

Our department highlights

Brock University is the only university in Canada granting a specialized Bachelor of Sport Management (BSM) Honours degree, and it is one of Brock University's fastest growing programs.



As part of the 2014 Winter Tour, Brock University hosted a 'pep talk' from the Toronto Blue Jays with over 250 Sport Management students in attendance.

On the panel were major league players and personnel that included Brock Alumnus Andrew Tinnish (RECL '99, SPMA '01), who is the Assistant General Manager of the Toronto Blue Jays.

Established in 1996, the Department of Sport Management has grown to 11 faculty members and 3 staff. In 2013-14, a total of 617 students were enrolled in the 4 Year (Honours) BSM degree.

In the Department of Sport Management, we integrate and apply knowledge from the social and management sciences and from the world of business to study all organizations involved in the sport industry, including public, nonprofit, and commercial organizations.

Our program focuses on the application of theory, principles, and practices of management and business to the sport industry. There is a strong emphasis on connecting theory to activities of the industry, through guest speakers, case studies, use of media, and planned experiential learning opportunities in the field.

The Department of Sport Management provides many opportunities for students to explore a range of dynamic career opportunities available in sport. Our students are prepared for careers in areas such as management, marketing, public relations, promotions, event and facility management, communications, human resource management, financial management, economics, and sport analytics in a variety of public, nonprofit, and commercial organizations.

Our commitment to integrity, respect for diversity and inclusiveness, and the importance and influence of sport and sport business to contemporary society is the foundation for imaginative and innovative scholarship in teaching, research, and service.