



Motorsports Management Minor

At Indiana State University, our business is the business of motorsports. ISU is located in Terre Haute, home of the Hulman family and just one hour from one of the most famous racetracks in the world -- the Indianapolis Motor Speedway, and also Lucas Oil Raceway (home to the NHRA U.S. Nationals). Racing is our heritage. Racing is in our blood.

Accelerating Learning

Developed with the assistance of our alumni and professionals currently working in the ever-changing field, the university as a whole--through its five colleges-- is collaborating to deliver a multi-disciplinary motorsports management minor. With over 20 faculty members committed to the continued growth of the program, Indiana State University is the leader on the track in addressing the overall needs of the industry.

Central to the minor is Indiana State's AACSB accredited Scott College of Business, which provides courses addressing such topics as risk management, marketing and sponsorship, race team management, and the future motorsports industry. The College of Technology provides the theory, laboratory, and practical experiences in automotive engineering technology needed for careers in the industry. The College of Nursing, Health and Human Services provides courses that address issues such as safety, human performance, and track management. The College of Arts and Sciences via the department of Communication teaches public relations and event management to our students and the College of Education supports ISU's overall vision of motorsports as an exciting context for learning, especially for K-12 students exploring subjects such as science, technology, engineering, and math. It is unique when compared to other programs at colleges and universities across the state and nation.



Team Sycamore Racing

Team Sycamore Racing (TSR) began at Indiana State University in 2007. Students, together with guidance from faculty, devised and implemented a plan to operate a drag racing business and to compete in the NHRA Super Comp Division 3 Lucas Oil Series.

Students, regardless of their major, are active in all areas of the team, from working with engineering components to acquiring sponsorships, and from marketing and graphic design to event planning and driving.

It's hands-on, experiential learning at its best!

Student Involvement

Besides the classroom, students may be involved with motorsports through a variety of opportunities, such as Team Sycamore Racing, Indiana State University's student-powered drag team. In addition, any student may join the Sycamore Motorsports Association, a student-led campus organization focused on their common interest in motorsports.

Industry Placement

Thanks to a well-rounded education, internship opportunities, and participation in industry events, our students are ready to roll upon graduation. ISU graduates have accepted positions with Jasper Engines & Transmissions, Don Schumacher Racing, General Motors, The Indianapolis Motor Speedway, MainGate, NASCAR Media Group, Just Marketing International, Hoosier Racing Tires, Tony Stewart Racing, Bald Spot Sports, International Truck Engine, Cummins, USAC, Hagerty, and MSD Ignitions.

Curriculum

The motorsports management minor is open to all majors. It is structured to minimize prerequisites while giving a foundation of core skills useful in the motorsports industry. The motorsports industry includes designing, building, maintaining, managing, and promoting motorized vehicles intended for competition. It also includes creation, financing, managing and promoting of facilities, products, and services designed to support competition of motorized vehicles.

Required:

AET 132 - Theory of I.C. Engines 3 hours
INS 340 - Introduction to Risk and Insurance 3 hours
MKTG 312 - Motorsports Marketing and Sponsorship 3 hours
RCSM 450 - Venue and Event Design Management 3 hours
COMM 470 - Public Relations Campaign Planning 3 hours
Select from one of the following two:
AET 330 - Survey of Motorsports 3 hours
RCSM 330 - Survey of Motorsports 3 hours

Elective:

Select 3 hours from the following:
AET 432 - Parts Distribution and Marketing 3 hours
AET 461 - Evolution of the Automobile Industry 3 hours
RCSM 355 - Communications and Media Relations in Sports 3 hours
3 hours of Internship or Practicum credit within a students major or minor related to the motorsports industry

Several of the courses can be taken via distance education to provide students with some scheduling flexibility. Such offerings vary from semester to semester, contact a program coordinator for current course availability.

Indiana State's idea is to graduate a student who is "ready to step into the industrial world and be distinguished and get a job and be better prepared than the other guy." — Herb Fishel

CEO, Business of Motorsports, and Former Executive Director of GM Racing



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Find Out More

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