



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 collaborates to deliver a multi-disciplinary motorsports management minor. Indiana State University is a 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, and the business of motorsports. The College of Technology provides the theory, laboratory, and practical experiences in automotive engineering technology needed for careers in the industry. The College of Health and Human Services provides courses that address issues such as safety, human performance, and track management. It is unique when compared to other programs at colleges and universities across the state and nation.

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. Both Team Sycamore Racing and the Sycamore Motorsports Association are based in the College of Technology.

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.



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!

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 credits
MKTG 312 - Motorsports Marketing 3 credits
RCSM 355 - Public Relations in Sport 3 credits

Select one from the following two:

AET 330 - Survey of Motorsports 3 credits
or
RCSM 330 - Survey of Motorsports 3 credits

Electives:

Select 6 hours from the following:

AET 432 - Parts Distribution and Marketing 3 credits
AET 461 - Evolution of the Automobile Industry through the Lens of Sociology 3 credits
RCSM 450 - Facility Planning & Mgmt 3 credits
INS 340 - Introduction to Risk and Insurance 3 credits
3 hours of Internship or Practicum credit within a student's major or minor related to the motorsports industry.

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



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.



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Find Out More

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