

BACHELOR OF SCIENCE WITH A MAJOR IN BUSINESS, SPORT, EVENT, AND HOSPITALITY MANAGEMENT CONCENTRATION

The bachelor of science in business with a concentration in sport, event, and hospitality management degree program provides students with a theoretical and practical understanding of these industries through three different tracks:

- Sport management track focuses on the management and marketing of sport events, organizations, products, and athletes, as well as in special events, conferences, meetings, expositions, festivals, and other entertainment properties including sport and event facilities.
- Event management track focuses on the marketing and management of businesses related to conventions, meetings, special events, conferences, expositions, and festivals.
- Hospitality management track focuses on the marketing, management, and financing of both hotels and those businesses related to tourism, including cities, attractions, restaurants, and airlines.

Typical entry-level positions include those in collegiate and professional sport organizations, sport marketing agencies, sport manufacturers, sport and event facilities, hotels and resorts, restaurants and food service operations, visitor and convention bureaus, theme parks and recreation centers, museums, tour operators, travel management firms, destination management companies, event producers, associations, corporate sponsors, and consulting firms.

Visit the program website (<https://business.gwu.edu/academics/programs/undergraduate/bba/sport-event-hospitality-management/>) for more information.

REQUIREMENTS

In addition to the requirements for the bachelor of science with a major in business (<http://bulletin.gwu.edu/business/bs/>), the concentration in sport, event, and hospitality management requires five field courses:

Code	Title	Credits
Required field		
TSTD 3001	Introduction to Tourism and Hospitality Management	
TSTD 4102	Practicum	
or MGT 3305	Human Capital Sustainability	
Required track		

All courses in one of the following tracks:

Sport management track

TSTD 3101 Sport and Event Business Management

TSTD 3102W Sport and Event Marketing

TSTD 4101 Issues in Sport and Event Management

Event management track

TSTD 3301 Hospitality Industry Management

or TSTD 3101 Sport and Event Business Management

TSTD 4301 Travel Marketing Communication

or TSTD 3102W Sport and Event Marketing

TSTD 4900 Special Topics (Convention and Meeting Management)

Hospitality management track

TSTD 3301 Hospitality Industry Management

TSTD 3302 Financial Management in Tourism and Hospitality

TSTD 4301 Travel Marketing Communication

Students should consult with an advisor for specific bachelor of science in business general education courses (<https://business.gwu.edu/current-students/undergraduate/advising-center/degree-requirements/>) that apply to this concentration.