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

The bachelor of business administration (BBA) 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 Business Administration (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/#requirementstext), the concentration in Sport, Event, and Hospitality Management requires completion of two courses in the field, all courses in one track, and one course in the international field.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>TSTD 3001</td>
<td>Introduction to Tourism and Hospitality Management</td>
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**Tracks**

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
  - TSTD 3302  Financial Management in Tourism and Hospitality
  - TSTD 4301  Travel Marketing Communication
- **Hospitality Management Track**
  - TSTD 3301  Hospitality Industry Management
  - TSTD 3302  Financial Management in Tourism and Hospitality
  - TSTD 4301  Travel Marketing Communication

**International field**

One of the following:

- GEOG 2145  Cultural Geography
- or GEOG 2145W  Cultural Geography
- IBUS 3001  Introduction to International Business
- IBUS 3101  Global Financial Environment
- IBUS 3201  International Marketing Management

Students should consult with the advisor for specific Bachelor of Business Administration general education courses (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/#requirementstext) that apply to this concentration.