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
  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

**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.