## BBA: Sport, Event, & Hospitality Management Concentration

*Effective for students admitted to GWSB Fall 2014 and after*

### Field Courses (5):

<table>
<thead>
<tr>
<th>Required Field Courses (2):</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSTD 3001 Introduction to Tourism &amp; Hospitality Management</td>
<td>None</td>
</tr>
<tr>
<td>TSTD 4102 Practicum* (ONLINE COURSE)</td>
<td>None</td>
</tr>
<tr>
<td>or MGT 3305 Human Capital Sustainability (SPRING ONLY)</td>
<td>None</td>
</tr>
</tbody>
</table>

### Additional Field Courses (3): select one Group to complete below:

#### Track A - Sport Management:

<table>
<thead>
<tr>
<th>Course</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSTD 3101 Sport and Event Business Management (FALL ONLY)</td>
<td>None</td>
</tr>
<tr>
<td>TSTD 3102W Sport and Event Marketing</td>
<td>BADM 3401</td>
</tr>
<tr>
<td>TSTD 4101 Issues in Sport and Event Management (SPRING ONLY)</td>
<td>None</td>
</tr>
</tbody>
</table>

#### Track B - Event Management:

<table>
<thead>
<tr>
<th>Course</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSTD 3301 Hospitality Industry Management (FALL ONLY)</td>
<td>None</td>
</tr>
<tr>
<td>TSTD 3101 Sport and Event Business Management (FALL ONLY)</td>
<td>BADM 3401</td>
</tr>
<tr>
<td>TSTD 4301 Travel Marketing Communications (SPRING ONLY)</td>
<td>None</td>
</tr>
<tr>
<td>or TSTD 3102W Sport and Event Marketing</td>
<td>BADM 3401</td>
</tr>
<tr>
<td>TSTD 4900 Convention and Meeting Management (SPRING ONLY)</td>
<td>None</td>
</tr>
</tbody>
</table>

#### Track C - Hospitality Management:

<table>
<thead>
<tr>
<th>Course</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSTD 3301 Hospitality Industry Management (FALL ONLY)</td>
<td>None</td>
</tr>
<tr>
<td>TSTD 3302 Financial Management-Tourism/Hospitality (SPRING ONLY)</td>
<td>BADM 3501</td>
</tr>
<tr>
<td>TSTD 4301 Travel Marketing Communications (SPRING ONLY)</td>
<td>None</td>
</tr>
</tbody>
</table>

### International Field Course (1)

**select one from the following:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEOG 2145/2145W The Cultural Landscape/Cultural Geography</td>
<td>None</td>
</tr>
<tr>
<td>IBUS 3001 Introduction to International Business</td>
<td>ECON 1011 &amp; 1012</td>
</tr>
<tr>
<td>IBUS 3101 Global Financial Environment</td>
<td>ECON 1011 &amp; 1012</td>
</tr>
<tr>
<td>IBUS 3201 International Marketing Management</td>
<td>IBUS 3001</td>
</tr>
</tbody>
</table>

### Special Notes for the SPEH Concentration

- **TSTD 4102 Practicum** includes both online coursework and an internship; students are responsible for finding an internship that meets the course requirements. Please consult with the supervising faculty member for details. If undergraduate section is unavailable in the summer, students can register for graduate section.

- **BADM 3001 Career Management Strategy** should ideally be completed by the end of sophomore year and students should register for the Sport/Event/Hospitality section.

- **BBA/MTA dual degree program:** If interested in the BBA/Master of Tourism Administration program, please contact the combined degree faculty advisor for more information on graduate courses that will fulfill possible your upper-level electives in the BBA and three MTA requirements.

### Suggested Minors (please note that total credit hours vary by minor)

- **Economics**
- **Exercise Science**
- **Geography**
- **Journalism and Mass Communication**
- **Language/Literature/Culture minors:**
  - Arabic Studies; Arabic and Hebrew;
  - Chinese; French; German; Italian;
  - Japanese; Korean, Russian, Spanish
- **Law and Society**
- **Organizational Science**
- **Psychology**
- **Sociology**
- **Sustainability**

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[^Signature Course must be taken at GW]

A minimum of 120 credits are required for the BBA Degree

Updated 6/28/2016 | Subject to Change

GWSB Undergraduate Advising & Programs
Duques Hall, Suite 456
http://business.gwu.edu | 202-994-7027
BBA: SPORT, EVENT, & HOSPITALITY MANAGEMENT CONCENTRATION

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Sport, Event, & Hospitality Management Field Overview

The Bachelor of Business Administration (BBA) with a concentration in Sport, Event, & Hospitality Management provides students with a theoretical and practical understanding of the sport, event, and hospitality industries:

- **Sport Management track:** prepare to work in 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:** learn about the marketing and management of businesses related to conventions, meetings, special events, conferences, expositions, and festivals.
- **Hospitality Management track:** learn about the marketing, management, and financing of both hotels and those businesses related to tourism, including cities, attractions, restaurants, and airlines.

Career Choices in Sport, Event, & Hospitality Management

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. Examples of employers include:

- SFX Sports
- IMG
- Octagon
- NFL Players Association
- United States Olympic Committee
- Washington Wizards
- Washington Redskins
- New York Mets/Yankees
- Nike
- NBA
- NHL
- American Express
- Washington Convention and Tourism Corporation
- Walt Disney Company
- Verizon Center
- The Smithsonian
- Marriott International
- Choice Hotels
- United Airlines
- Amtrak
- Ridgewells Catering
- American Heart Association
- PKF Consulting

Sport, Event, & Hospitality Management Program

Funger Hall, Suite 301
2201 G Street NW
Washington, DC 20052
202-994-6281

Sport Management Faculty Contact: Dr. Lisa Delpy Neirotti | delpy@gwu.edu
Event & Hospitality Management Faculty Contact: Dr. Stuart Levy | slevy@gwu.edu
Combined Degree BBA/MTA Faculty Contact: Dr. Sheryl Elliott | sherylgwu@gwu.edu

School of Business Undergraduate Advising Center

Duquès Hall, Suite 456
2201 G Street NW
Washington, DC 20052
202-994-7027
gwsbadv@gwu.edu

Express Advising: 9:00–10:30 am, Monday-Friday; no appointment needed.
Appointments: Morning and afternoon, Monday-Friday
Schedule an Appointment: http://goo.gl/z8pI8M

^ Signature Course must be taken at GW
A minimum of 120 credits are required for the BBA Degree
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