

BBA DEGREE: SPORT, EVENT, & HOSPITALITY MANAGEMENT CONCENTRATION

****for students who entered GWSB between Fall 2009 – Summer 2014****

Requirements: In order to complete the Sport, Event, and Hospitality Management Concentration in the BBA Degree, a total of seven courses must be taken: One (1) Analytical Tools Elective, Five (5) Field Courses, and One (1) Field-Related Elective.

CONCENTRATION REQUIREMENTS	COURSE OPTIONS	PREREQUISITES
Analytical Tools Elective (1)	STAT 2112: Business & Economics Statistics II <i>or</i> STAT 2118: Regression Analysis <i>or</i> ECON/STAT 2123: Introduction to Econometrics	STAT 1051, 1053, or 1111, or APSC 3115
<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> TWO REQUIRED FIELD COURSES FOR ALL TRACKS </div> <div style="border: 1px solid black; padding: 5px;"> SELECT ONE TRACK TO PURSUE; THREE COURSES MUST BE COMPLETED IN THE CHOSEN TRACK </div>	Field Courses (5)	
	TSTD 3001: Introduction to Tourism & Hospitality Management	None
	TSTD 4102: Practicum* (online course) <i>OR</i> MGT 3305: Human Capital Sustainability (Spring only)	None None
	TRACK 1: Hospitality Management	
	TSTD 3301: Hospitality Industry Management (Fall only)**	None
	TSTD 3302: Financial Mgmt. Tourism/Hospitality (Spring only)**	BADM 3501
	TSTD 4301: Travel Marketing Communications (Spring only)	None
	TRACK 2: Sport Management	
	TSTD 3101: Sport and Event Business Management (Fall only)	None
	TSTD 3102W: Sport and Event Marketing	BADM 3401
	TSTD 4101: Issues in Sport and Event Management (Spring only)	None
	TRACK 3: Event Management	
	TSTD 3101: Sport and Event Business Management (Fall only) <i>OR</i> TSTD 3301: Hospitality Industry Management (Fall only)**	None None
	TSTD 3102W: Sport and Event Marketing <i>OR</i> TSTD 4301: Travel Marketing Communications (Spring only)	BADM 3401 None
	TSTD 4900: Convention and Meeting Management (Spring only)	None
Field-Related Elective (1)		
<div style="border: 1px solid black; padding: 5px;"> SELECT ONE FIELD-RELATED ELECTIVE FROM THESE OPTIONS </div>	ANTH 3503: Psychological Anthropology	ANTH 1002 or instructor permission
	ECON 2158: Industrial Organization	ECON 1011; ECON 1012
	SMPA 3475: Media Management	None
	HLWL 1111/EXSC 3140: Sport and the Law	None
	GEOG 2145: The Cultural Landscape	None
	IBUS 3001: Introduction to International Business	ECON 1011; ECON 1012
	IBUS 3201: International Marketing Management	IBUS 3001
	MGT 3300/3300W: Entrepreneurship	None
	MKTG 3142: Consumer Behavior	BADM 3401
	MKTG 3143: Marketing Research	STAT 2112 or 2118; BADM 3401
	MKTG 4148: Advertising and Marketing Communications	BADM 3401; MKTG 3142; MKTG 3143
	SMPA 3352: Principles of Public Relations	None
	SOC 2168: Economic Sociology	SOC 1001 or SOC 1002
TSTD 4900: Sport Law: Contracts & Negotiations	Department approval needed	
<i>An alternate Field-Related Elective may be selected only with prior permission from the Sport, Event, and Hospitality Program via a Student Petition Form.</i>		

- *TSTD 4102: Practicum requires an internship *plus* coursework; students are responsible for finding an internship that meets course requirements.
- **TSTD 3301 and TSTD 3302 will only be available in Even Years and the corresponding semester indicated above.
- **Combined BBA & MTA Degree Program:** If interested in the BBA/MTA combined program, please speak with an advisor.

Sport, Event, & Hospitality Management Field Overview

The Bachelor of Business Administration (BBA) with a concentration in Sport, Event, & Hospitality Management (formerly tourism and hospitality management) provides students with a theoretical and practical understanding of the sport, event, and hospitality industries. It prepares students 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. Those focused on hospitality will learn about the marketing, management, and financing of both hotels and those businesses that are 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 include SFX Sports, IMG, Octagon, the NFL Players Association, the United States Olympic Committee, the Washington Wizards, the Washington Redskins, New York Mets, Nike, the NBA, NHL, American Express, the Washington Convention and Tourism Corporation, the Walt Disney Company, Verizon Center, Chelsea Piers, the Smithsonian, Marriott International, Choice Hotels, United, Amtrak, Ridgewells Catering, the American Heart Association and PKF Consulting.

Sport, Event, & Hospitality Management Program

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[^] Signature Course

A minimum of 120 credits are required for the BBA Degree
Updated 8/11/2017 | Subject to Change