

BBA: SPORT, EVENT, & HOSPITALITY MANAGEMENT CONCENTRATION

Effective for students admitted to GWSB Fall 2014 and after

Field Courses (5)	Prerequisites
Required Field Courses (2): TSTD 3001 <i>Introduction to Tourism & Hospitality Management</i> TSTD 4102 <i>Practicum*</i> (ONLINE COURSE) or MGT 3305 <i>Human Capital Sustainability (FALL ONLY)</i>	None None None
Additional Field Courses (3); select one Group to complete below:	
Track A - Sport Management: TSTD 3101 <i>Sport and Event Business Management (FALL ONLY)</i> TSTD 3102W <i>Sport and Event Marketing</i> TSTD 4101 <i>Issues in Sport and Event Management (SPRING ONLY)</i>	None BADM 3401 None
Track B - Event Management: TSTD 3301 <i>Hospitality Industry Management (FALL, EVEN YEARS ONLY)</i> or TSTD 3101 <i>Sport and Event Business Management (FALL ONLY)</i> TSTD 4301 <i>Travel Marketing Communications (SPRING ONLY)</i> or TSTD 3102W <i>Sport and Event Marketing</i> TSTD 4900 <i>Convention and Meeting Management (SPRING ONLY)</i>	None None None BADM 3401 None
Track C - Hospitality Management: TSTD 3301 <i>Hospitality Industry Management (FALL ONLY)</i> TSTD 3302 <i>Financial Mgmt-Tourism/Hospitality (SPRING, EVEN YEARS ONLY)</i> TSTD 4301 <i>Travel Marketing Communications (SPRING ONLY)</i>	None BADM 3501 None

International Field Course (1) (select <u>one</u> from the following):	Prerequisites
ECON 2180 <i>Survey of International Economics</i> GEOG 2145/2145W <i>The Cultural Landscape/Cultural Geography</i> IBUS 3001 <i>Introduction to International Business</i> IBUS 3101 <i>Global Financial Environment</i> IBUS 3201 <i>International Marketing Management</i>	ECON 1011 & 1012 None ECON 1011 & 1012 ECON 1011 & 1012 IBUS 3001

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. Students may register for this course in the Fall and complete the internship in Summer with instructor permission.
- **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)

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|-------------------------------------|--------------------------------------|------------------|
| • Economics | • Language/Literature/Culture minors | • Sociology |
| • Exercise Science | • Law and Society | • Sustainability |
| • Geography | • Organizational Sciences | |
| • Journalism and Mass Communication | • Psychology | |

[^] Signature Course must be taken at GW
 A minimum of 120 credits are required for the BBA Degree
 Updated 3/1/2019 | Subject to Change

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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 three 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

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:

- American Express
- American Heart Association
- Amtrak
- Choice Hotels
- Destination DC
- ESPN
- EventsDC
- Hilton Hotels
- IMG
- Marriott International
- NBA/NHL/NFL/MLB/MLS
- New York Mets/Yankees
- NFL Players Association
- Nike/Under Armour/Adidas
- Octagon
- PKF Catering
- Ridgewells Catering
- The Smithsonian
- United Airlines
- US Olympic Committee
- Verizon Center
- Walt Disney Company
- Washington Convention & Tourism Corporation
- Washington Wizards/Redskins/Nationals
- Wassermann Media Group

Suggested Student Organizations *Indicates affiliation with the Undergraduate Business Association (UBA)

- GW Sports Business Association (SBA)*
- Tourism for Tomorrow (TFT)
- Alpha Kappa Psi (AKPsi)*
- Ascend at GW*
- Delta Sigma Pi (DSP)*
- GW Women in Business (GWWIB)*
- Multicultural Business Student Association (MBSA)*

Department Contacts

Dr. Lisa Delpy Neirotti, Sport Management

Funger Hall, Ste. 310

p: 202-994-6623

e: delpy@gwu.edu

Dr. Sheryl Elliott, Combined Degree BBA/MTA

Funger Hall, Ste. 306

p: 202-994-7047

e: sherylgwu@gwu.edu

Dr. Stuart Levy, Event & Hospitality Management

Funger Hall, Ste. 310

p: 202-994-1706

e: slevy@gwu.edu