

BACHELOR OF BUSINESS ADMINISTRATION IN SPORTS MANAGEMENT

Web Site: <https://twu.edu/management-marketing/undergraduate-programs/>

The Bachelor of Business Administration (BBA) in Sports Management program is uniquely designed to develop the next generation of women leaders in the global sports industry. Accredited by the Association to Advance Collegiate Schools of Business (AACSB), our curriculum provides a rigorous business education focused specifically on the unique dynamics of sports finance, marketing, strategy, and administration. The program's core mission is to empower women with the specialized knowledge and confidence to thrive in a competitive, male-dominated field. Students gain essential real-world experience through a required internship in the sports industry, ensuring they graduate prepared for immediate professional impact in collegiate athletics, professional leagues, event management, or sports marketing firms.

Marketable Skills

Marketable skills prepare students for success in a variety of professional settings. Developed through academic coursework, co-curricular engagement, and extracurricular involvement, these skills include communication, critical thinking, teamwork, ethical reasoning, adaptability, and digital literacy. Whether directly related to a student's major or serving as complementary strengths, marketable skills enhance career readiness and reflect TWU's commitment to producing graduates who are prepared to thrive in today's dynamic workforce.

At the end of this academic program, a graduate will be able to demonstrate a powerful suite of marketable skills highly valued across the global sports industry and beyond. The AACSB-accredited BBA curriculum ensures mastery in core business competencies, including financial analysis and budgeting, strategic marketing and sales, and organizational leadership and ethics. Uniquely, the program builds upon this foundation with specialized skills like sports law and governance, event and facility management, and advanced knowledge in athlete representation and media rights. Through the required industry internship, students also develop critical soft skills, including professional communication, team collaboration, data-driven decision-making, and adaptability, enabling them to seamlessly transition into roles across athletic administration, brand management, sponsorship acquisition, and venue operations.

Admissions

All applicants must meet the general undergraduate admission requirements (<https://catalog.twu.edu/undergraduate/admission-information/>).

Degree Requirements

Total Semester Credit Hours (SCH): 120

Major: 63 SCH

Program Code: _____ **CIP Code:** 31.0504.00

If you are a transfer student, you may use up to 42 semester credit hours from previous programs or community colleges.

Courses Required for Major

Course	Title	Credits
Business		
ACCT 2043	Fundamentals of Accounting I	3
ACCT 2053	Fundamentals of Accounting II	3
BUS 3013	Business Law and Ethics	3
BUS 3163	Business Communications	3
FIN 3053	Business Finance	3
MGT 3003	Principles of Management	3
MGT 3313	Business Analytics	3
MGT 3533	Management Information Systems	3
MGT 4333	Business Policy	3
MGT 4563	Operations Management	3
MKT 3113	Principles of Marketing	3
Major		
BUS 3183	Introduction to International Business	3
Sports Management Courses		
SPM 3003	Introduction to Sport Management	3
SPM 3103	Sports Law and Ethics	3
SPM 4113	Sports Analytics	3
SPM 4133	Sports Marketing	3
SPM 4313	Sports Operations & Event Management	3
KINS 3453	Sport Development	3
Advanced Business Electives		
Advanced Business Electives are any College of Business courses at the 3000 or 4000 level, not otherwise required.		6
Internship		
SPM 4953	Sports Management Internship	3
Total SCHs		63

Departmental Requirements

Course	Title	Credits
ECO 1013	Principles of Microeconomics	3
ECO 1023	Principles of Macroeconomics	3
FIN 2153	Foundations of Money Management	3
MATH 1703	Elementary Statistics I	3
MATH 2203	Business Analysis I	3
Non-business Electives (Any non MAK College of Business courses)		6
Total SCHs		21

Plan of Study

First Year		TCCN	SCHs
Fall			
ENG 1013	Composition I	ENGL 1301	3
HIST 1013	History of the United States, 1492-1865	HIST 1301	3
UNIV 1231	First-Year Seminar: Learning Frameworks	EDUC 1100, EDUC 1200, EDUC 1300	1

MATH 1703	Elementary Statistics I	MATH 1342	3	Spring		TCCN		
ECO 1013	Principles of Microeconomics	ECON 2302	3	MGT 4333	Business Policy		3	
Life & Physical Science Core			3	KINS 3453	Sport Development		3	
SCHs			16	SPM 4113	Sports Analytics		3	
Spring		TCCN		Non-Business Elective			3	
ENG 1023	Composition II	ENGL 1302	3	SCHs				12
HIST 1023	History of the United States, 1865 to the Present	HIST 1302	3	Total SCHs:				117
ECO 1023	Principles of Macroeconomics	ECON 2301	3					
Wellness CAO Core			2					
Life & Physical Science Core			3					
SCHs			14					
Second Year								
Fall		TCCN						
POLS 2013	U.S. National Government	GOVT 2305	3					
MATH 2203	Business Analysis I	MATH 1324	3					
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3					
Language/Philosophy/Culture Core			3					
Multicultural Women's Studies CAO Core			3					
SCHs			15					
Spring		TCCN						
POLS 2023	Texas Government	GOVT 2306	3					
ACCT 2053	Fundamentals of Accounting II	ACCT 2302	3					
FIN 2153	Foundations of Money Management	BUSI 1307	3					
Non-Business Elective			3					
Creative Arts Core			3					
SCHs			15					
Third Year								
Fall		TCCN						
BUS 3163	Business Communications		3					
FIN 3053	Business Finance		3					
MGT 3003	Principles of Management		3					
BUS 3183	Introduction to International Business		3					
MKT 3113	Principles of Marketing		3					
SCHs			15					
Spring		TCCN						
BUS 3013	Business Law and Ethics		3					
MGT 3533	Management Information Systems		3					
SPM 3003	Introduction to Sport Management		3					
MGT 3313	Business Analytics		3					
SPM 4953	Sports Management Internship		3					
SCHs			15					
Fourth Year								
Fall		TCCN						
SPM 3103	Sports Law and Ethics		3					
MGT 4563	Operations Management		3					
SPM 4313	Sports Operations Event Management		3					
SPM 4133	Sports Marketing		3					
Advance Business Elective			3					
SCHs			15					