

BACHELOR OF BUSINESS ADMINISTRATION IN SPORTS MANAGEMENT

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

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.