

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.