

DUAL DEGREE: BACHELOR OF SCIENCE IN KINESIOLOGY (SPORT MANAGEMENT) AND M.B.A (SPORT MANAGEMENT)

This program track will be closing effective January 2024. No students will be accepted into this program track after Fall 2023.

Our dual B.S./M.B.A. is one of only a handful of programs in the country offering a bachelor's degree in Kinesiology with a Sport Management option, and a Master of Business Administration (M.B.A.) with an emphasis in Sport Management, that can be completed over a five-year period. The program gives future sport business professionals the science background they need to understand the physical mechanics of sport, along with the management and analytical skills they need to succeed in the business. Students complete the bachelor's degree in four years, and complete the M.B.A. in year five. The program also offers a sport internship.

B.S. in Kinesiology

Students first complete the Bachelor's degree in Kinesiology, which involves understanding the science of movement. The undergraduate degree includes topics such as adapted physical activity, adapted physical education, biomechanics, exercise physiology, motor learning, physical education pedagogy, disability sport, and sport management.

M.B.A. in Sport Management

Our accelerated M.B.A. program prepares future sport leaders and managers who understand the business of sport in the global economy.

In a collaborative environment employing online learning combined with experiential learning and faculty mentoring, students have opportunities to serve the sport industry in the Dallas-Fort Worth area, build relationships with professionals in the area, and develop a long-term career network. Our program prepares you to successfully manage sport at all levels of the industry.

All students must apply and be admitted to the TWU Graduate School during their junior year to be eligible to complete the graduate component of this degree.