

# HOSPITALITY & SPORTS BUSINESS

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## **HSB 100 | INTRO TO HOSPITALITY, TOURISM & SPORTS BUSINESS | 4 quarter hours (Undergraduate)**

This course takes a survey perspective in introducing students to the global hospitality industry, its associations, organizations and businesses. This course provides an overview of the historical evolution and development of modern, lodging, food & beverage, private club, meetings & events, and other hospitality related industries. Current and future career opportunities are explored.

## **HSB 101 | INTRODUCTION TO GLOBAL TOURISM | 4 quarter hours (Undergraduate)**

This course takes a cross-disciplinary approach to examine the many facets of tourism. Specific analysis of world travel destinations, customs and traditions, visitor attractions, political, religious and other cultural differences as these relate to the tourism industry will be introduced. This course evaluates tourism globally while identifying economic, socio-cultural, and environmental impacts on host destinations from the perspectives of the local communities as well as the traveler. The basic dimensions of sustainability, civic engagement, ethics, service and the historical perspective that are integral to the tourism industry will be covered from a social science perspective, in order to provide students with the kind of practical knowledge that can be applied in many fields of study.

## **HSB 200 | HOSPITALITY & SPORTS BUSINESS SERVICES AND EXPERIENCE MANAGEMENT | 4 quarter hours (Undergraduate)**

The concepts of service, service delivery and service recovery in different cultural and geographic contexts are explored. These include the full range from limited service through deluxe, the intentional decisions of management about what and how much service to offer, the quality of service, delivering service for rather than to someone, and how to transform a service event into a repeatable, memorable experience.

## **HSB 203 | LEADERSHIP IN HOSPITALITY & SPORTS BUSINESS | 4 quarter hours (Undergraduate)**

The primary goal of the course is to move students towards the development and understanding of the foundations of leadership, differentiating leadership from management, and emphasizing the core traits and other personal qualities required of successful hospitality and Sports business leaders. The course further focuses on the importance of a leader's character, values and professionalism as the basis for ethical decision-making in an organizational context. (4 quarter hours)

## **HSB 204 | HOSPITALITY LEADERSHIP & TEAMS | 2 quarter hours (Undergraduate)**

The successful delivery of hospitality products and services is often a result of interdisciplinary teams working together. In this course, students will explore the composition and functionality of hospitality teams, how guest and operational problems are identified and solved through group interaction and dynamics, and how team performance is assessed through guest satisfaction. (2 quarter hours)

## **HSB 207 | HOSPITALITY & SPORTS BUSINESS CRISIS MANAGEMENT | 2 quarter hours (Undergraduate)**

Legal and ethical concepts in the hospitality industry are explored. Laws specific to the hospitality industry are introduced. Ethical perspectives are identified and applied to hospitality operations. Administrative law and government regulation of hospitality is also discussed.

## **HSB 208 | STRATEGIC TALENT MANAGEMENT | 2 quarter hours (Undergraduate)**

The unique qualities of human resources management relative to all segments of the hospitality industry are explored in this class. The five major areas of focus include: (a) recruitment and selection (b) training and career development (c) turnover and retention (d) recognition and performance management and (e) labor relations within the hospitality industry. Specific attention is paid to approaches used by unions to organize as well as methods used by management to combat labor organization.

**HSB 100 is a prerequisite for this class.**

## **HSB 250 | MANAGING YOUR HOSPITALITY & SPORTS BUSINESS CAREER | 2 quarter hours (Undergraduate)**

This course is designed to explore and manage the professional expectations, career realities, and opportunities of your hospitality major. Students will participate in hands-on resume building activities, practice interviews, and apply research and evaluation skills to execute job search and career management strategies. Students will learn about Career Center resources and internship opportunities as ways to prepare for successful job searches and to maximize their potential for long-term professional growth. (2 quarter hours)

## **HSB 301 | HOSPITALITY & SPORTS BUSINESS SPEAKER SERIES I | 1 quarter hour (Undergraduate)**

Industry professionals will address service leadership and current issues in hospitality and tourism. Speakers will address the role of leadership in the creation and delivery of service. This course should be completed during a student's junior year. (1 quarter hour)

## **HSB 302 | HOSPITALITY & SPORTS BUSINESS SPEAKER SERIES II | 1 quarter hour (Undergraduate)**

Industry professionals will address service leadership and current issues in hospitality and tourism. Speakers will address the role of leadership in the creation and delivery of service. This course should be completed during a student's senior year. (1 quarter hour)

## **HSB 303 | HOSPITALITY & SPORTS BUSINESS INTERNSHIP I | 2 quarter hours (Undergraduate)**

This course is a supervised and structured industry learning experience. It is designed for students to concurrently obtain practical experience and course credit through a formal internship in a functional department within hospitality operations. Site is to be chosen in collaboration with faculty. Students must win acceptance through an interview with a hospitality professional who will supervise the practicum. Potential sites could include one of Chicago's many hotels, private clubs, convention centers, tourism offices, airports, airlines, spas or restaurants. Students are required to work a minimum of 50 hours needed for completion over a 10-week quarter. (2 quarter hours)

**HSB 304 | HOSPITALITY & SPORTS BUSINESS INTERNSHIP II | 2 quarter hours**  
(Undergraduate)

This course is a supervised and structured industry experience. It is designed for students to concurrently obtain practical experience and course credit through a formal internship in a functional department within hospitality operations. This course reflects the importance of providing additional real-world job experience within a unique sector other than that experienced from the student's completion of their first internship. This course is designed to advance and contrast students experiences within both practical. Site is to be chosen in collaboration with faculty. Students must win acceptance through an interview with a hospitality professional who will supervise the practicum. Potential sites could include one of Chicago's many hotels, clubs, convention centers, tourism offices, airports, airlines, spas and restaurants. Students are required to work a minimum of 50 hours needed for completion over a 10-week quarter. (2 quarter hours)

**HSB 303 is a corequisite for this class.**

**HSB 309 | ADVANCED HOSPITALITY & SPORTS BUSINESS METRICS AND ANALYTICS | 4 quarter hours**  
(Undergraduate)

This course develops the ability to define and solve complex real-world problems within the hospitality industry. Unique hospitality performance metrics, such as lodging metrics (RevPAR), foodservice metrics (food & beverage cost), and event metrics (ROI, session analytics), will be identified and evaluated. Aspects of the analytical process will be addressed including: problem definition, data collection, quantitative concepts & methodologies, data analysis and storytelling. The unique qualities of financial management and managerial accounting relative to the hospitality industry are also explored in this course. Real-world data and reporting from hospitality management applications will be developed to support decision-making. Students will utilize Excel and hospitality specific data visualization software to report findings.

**BUS 102, MAT 137 and ACC 102 are prerequisites for this course.**

**HSB 330 | RESTAURANT OPERATIONS | 4 quarter hours**  
(Undergraduate)

This course is designed to introduce the major components of food and beverage service management and to differentiate those components from management in other hospitality segments. The course focuses on management procedures, service styles and safety in food service operations. The course examines the basics of several types of restaurants, including independents and chains. Catering operations will also be addressed.

**HSB 331 | FOODSERVICE PURCHASING | 4 quarter hours**  
(Undergraduate)

Details the standards of quality as applied to food, supplies and related products used in the foods industry. Provides methods and criteria for recognizing quality, evaluating, specifying, purchasing and inspecting these products. The use of technology in the purchasing component of the foodservice industry is detailed.

**HSB 332 | BEVERAGE MANAGEMENT | 4 quarter hours**  
(Undergraduate)

This course is an overview of the commercial beverage industry. Emphasis is on management's role and responsibility in operating a facility serving alcoholic beverages. Principles and practices regarding the production, selection, purchasing, storage and service of beverage alcohol in the hospitality industry are detailed.

**HSB 333 | INTERNATIONAL WINE EDUCATION & MANAGEMENT | 4 quarter hours**  
(Undergraduate)

The purpose of this course is to introduce students to wine management best practices in the hospitality industry. The course introduces students to the regional grape varieties and wine making styles around the globe along with the science that underlies practical wine production issues. The course focuses on multiple aspects of the wine service process, including understanding wine styles and products, judging quality, service techniques, creating food and wine pairings, developing sales and marketing promotions, and determining cost and pricing decision-making. Students must be legal drinking age by start of course.

**HSB 335 | CRAFT BEER EDUCATION AND MANAGEMENT | 4 quarter hours**  
(Undergraduate)

The course aims to introduce students to the business of craft beer. It emphasizes the process and ingredients of beer production and underlying science that impacts it, the history of traditional beer producing countries and regions, as well as the implications of style, quality and cost decisions that take place throughout the manufacturing of beer. The course will explore trends in the craft beer industry and how they impact the greater hospitality industry. The course will illustrate key impacts of business decisions in the development of brewery concepts, covering operations, legal requirements, equipment, and supplies. Additionally, sensory analysis, product knowledge, and service techniques will be taught.

**HSB 340 | LODGING PROPERTY MANAGEMENT | 4 quarter hours**  
(Undergraduate)

Practices and systems utilized in the operational management of the hotel, including front office, reservations, uniform service, and housekeeping areas. Coordination with F&B, catering, sales & marketing, and other departments are explored. Computer systems used as property management systems are introduced and discussed.

**HSB 341 | BEHIND THE SCENES WITH CHICAGO SPORTS ORGANIZATIONS | 4 quarter hours**  
(Undergraduate)

This unique course gives students an insider's perspective on the business side of Chicago's professional sports teams, college athletic programs, sports agencies and companies. Students will participate in "behind the scenes" tours of sports organizations and venues to gain first hand insights into the sports business landscape of Chicago. A wide range of sports management disciplines will be explored including sales, marketing, sponsorship, event management, hospitality, philanthropy, and business operations.

**Junior standing with at least 88 cumulative units is a prerequisite for this class.**

**HSB 342 | SPORTS SPONSORSHIP MARKETING | 4 quarter hours  
(Undergraduate)**

This course explores the impact of sports sponsorship marketing on professional teams, college sports, grass roots and international events including the World Cup and the Olympics. Students will learn how sponsorship interacts with key elements of the marketing mix including sales, advertising, public relations, promotion and cause marketing. Guest lecturers from major Chicago sports franchises and corporations play a defining role in the course. Students visit a leading marketing agency to gain an expert's perspective on Super Bowl advertising and marketing. Students will learn how effective sponsorship marketing creates an enduring emotional connection between brands, properties and consumers. MKT 342 and HSB 342 are cross-listed. A student can only take one of MKT 342 or HSB 342 for credit towards their degree.

**MKT 301 (or MGT 356 or HSB 356) is a prerequisite for this class.**

**HSB 343 | CASINO MANAGEMENT | 4 quarter hours  
(Undergraduate)**

Explore the history and development of gaming, casino operations including slots, table games, sports and Internet betting, credit and casino accounting, casino hotels and casino foodservice, and the marketing of the core gaming products. A central focus will be on current trends as well as the primary management and financial elements unique to operating a casino.

**HSB 344 | THE BUSINESS OF ESPORTS | 4 quarter hours  
(Undergraduate)**

As Esports expands as a sports and entertainment entity, it is equally growing as a business enterprise. Students in this course will learn how their transferable business skills can relate to the business of Esports. Students will become educated on the numerous aspects of the Esports Ecosystem including revenue streams, role of publishers and game developers, key stakeholders game genres, tournaments and events, media, marketing and sponsorship, and inclusion and diversity. Further, this class will explore how Esports athletes and teams are marketed differently from traditional sports. The course will look at the different focuses for professional and recreational gamers, why innovative media platforms have redefined sports viewing and how that has impacted the interaction between the athlete and the fan, and how ethics and inclusion impact the industry at every level. A detailed knowledge of Esports or traditional sports is not required. Elements of this course can be leveraged for a career in a variety of disciplines.

**HSB 350 | EVENT PLANNING | 4 quarter hours  
(Undergraduate)**

This course focuses on the fundamentals and core issues of event and meeting management. Development of time-lines, checklists and request for proposals are covered. The course emphasizes planning, budgeting, marketing, public relations, food and beverage and contract and lease negotiations.

**HSB 351 | EVENT TOURISM | 4 quarter hours  
(Undergraduate)**

Provides a comprehensive coverage of worldwide tourism destinations, examining the basic principles of underlying the development of tourist demand, supply and transportation, together with a broad survey of world tourism by generating regions and by destination regions. The convention and visitors bureau (CVB) or local governmental tourism agency is discussed as an integral part of destination marketing and addresses its place and importance in the local hospitality industry and larger, general business community. Issues explored include organizational structure, financing, ethical decision-making, numerous audiences, impact upon environmental sustainability, and its sales and service missions.

**HSB 352 | EVENT PRODUCTION | 4 quarter hours  
(Undergraduate)**

This course examines the production and execution of special events. It is designed to help hospitality leadership students learn the theories of event management with exposure to actual events and event planners. The student will learn how to formulate event strategies for destinations. The course will focus on planning, developing, managing, and implementing all types of events, such as entertainment events, corporate events, cultural events, sporting events and festivals.

**HSB 350 is a prerequisite for this class.**

**HSB 353 | EVENT SALES, SERVICE & PROMOTION | 4 quarter hours  
(Undergraduate)**

The course focuses on the modes and methods of sales and promotion used in booking conventions and trade shows, including identifying sponsors marketing to attendees, exhibitors and other participants. The course also looks at the division of administrative responsibility in operations. Students will explore organizing, arranging and operating conventions, trade shows and expositions.

**HSB 355 | ADVANCED EVENT MANAGEMENT | 4 quarter hours  
(Undergraduate)**

This course introduces advanced management and decision making specific to the events industry. Analysis of current issues and future trends in meeting, exhibition and event management and their impact on other sectors within the hospitality industry will be explored.

**HSB 350 is a prerequisite for this class.**

**HSB 356 | SPORTS MANAGEMENT | 4 quarter hours  
(Undergraduate)**

Students will examine the major issues facing sport managers in a variety of sport organization settings. Through the lens of organizational theory and behavior, areas explored include professional, Olympic, collegiate, and youth sport. Other areas of focus will include sponsorship, technology, legal issues, and emerging issues through course projects and case studies. Students will be exposed to various disciplines/careers through guest lecturers in the sports industry and/or on-site experiences.

**HSB 372 | BRANDING & CUSTOMER LOYALTY | 4 quarter hours  
(Undergraduate)**

Learn to identify branding strategies and the role branding plays in customer loyalty. As a focus, customer relationship management is explored. Topics include current trends and changes in the perceptions of branding and loyalty, as well as understanding customer demands, expectations and needs.

**HSB 396 | HOSPITALITY & SPORTS BUSINESS STRATEGY | 4 quarter hours  
(Undergraduate)**

Hospitality strategy is a capstone course designed to expose students to a strategic perspective on issues that concern the firm as a whole. This viewpoint is integrative in that it draws on concepts from the functional disciplines (i.e. Marketing, Finance, Accounting, Operations) in the diagnosis, analysis and resolution of complex business situations. Students will read, discuss and apply a body of theory and techniques from the field of strategic management. The course emphasizes the development of practical problem solving skills. Corporate strategy is examined from the perspective of: strategic choice, the link between strategy and organization, and the management of strategic change. Examples will be drawn from various hospitality operations around the world. The course emphasizes the use of group decision-making, self-directed work teams, and formal group reports and presentations. **(FIN 300 or FIN 310), MGT 300, MKT 301 and Senior standing are prerequisites for this class.**

**HSB 398 | SPECIAL TOPICS | 2-4 quarter hours  
(Undergraduate)**

Special Topics. Content and format of this course are variable. An in-depth study of current issues in hospitality or sports business. Subject matter and prerequisites will be indicated in class schedule.

**HSB 399 | INDEPENDENT STUDY | 4 quarter hours  
(Undergraduate)**

Available to students of demonstrated capability for intensive independent work in Hospitality Leadership. (variable credit)

**HSB 514 | BEHIND THE SCENES WITH CHICAGO SPORTS ORGANIZATIONS | 4 quarter hours  
(Graduate)**

This unique course gives students an insider's perspective on the business side of Chicago's professional sports teams, college athletic programs, sports agencies and companies. Students will participate in behind the scenes tours of sports organizations and venues to gain first hand insights into the sports business landscape of Chicago. Students will meet with senior team executives and DePaul graduates at these organizations to explore different management styles and business strategies, hear case histories, and learn about different career paths and opportunities. A wide range of sports management disciplines will be explored including sales, marketing, sponsorship, event management, hospitality, philanthropy, and business operations.

**HSB 519 | SPORTS MANAGEMENT | 4 quarter hours  
(Graduate)**

Students will examine the major issues facing sport managers in a variety of sport organization settings through course projects and case studies. Through the lens of organizational theory and behavior, areas explored include professional, Olympic, collegiate, and youth sport. Other areas of focus will include community and fitness centers, sponsorship, technology, legal issues, and emerging issues. Students will be exposed to various disciplines/careers through guest lecturers in the sports industry and learn current management issues from industry experts..

**HSB 524 | LEADERSHIP COACHING IN SPORTS AND ORGANIZATIONS | 4 quarter hours  
(Graduate)**

The effectiveness of several sports coaches and their leadership styles are examined as they work with players to raise the performance of their teams. Lessons from prominent sports coaches are translated to the traditional workplace arena, where managers coach employees to perform to their full potential and coordinate with their coworkers. Major topics covered include the roles of coaches and players, the skills and development of coaching, coaching teams, coaching styles, coaching conversations, and flow in sports and organizations. Learning methods include case analyses, experiential exercises, teamwork, and field trips. MGT 524 and HSB 524 are cross-listed. A student can only take one of MGT 524 or HSB 524 for credit towards their degree.

**HSB 574 | SPORTS SPONSORSHIP MARKETING | 4 quarter hours  
(Graduate)**

This course explores the impact of sports sponsorship marketing on professional teams, college sports, grass roots and international events including the World Cup and the Olympics. Students will learn how sponsorship interacts with key elements of the marketing mix including sales, advertising, public relations, promotion and cause marketing. Guest lecturers from major Chicago sports franchises and corporations play a defining role in the course. Students visit a leading marketing agency to gain an expert's perspective on Super Bowl advertising and marketing. Students will learn how effective sponsorship marketing creates an enduring emotional connection between brands, properties and consumers. MKT 574 and HSB 574 are cross-listed. A student can only take one of MKT 574 or HSB 574 for credit towards their degree.

**HSB 798 | SPECIAL TOPICS | 4 quarter hours  
(Graduate)**

Content and format of this course are variable. An in-depth study of current issues in hospitality. Subject matter will be indicated in class schedule. Offered variably.

**HSB 799 | INDEPENDENT STUDY | 4 quarter hours  
(Graduate)**

Available to graduate students of demonstrated capability for intensive independent work in hospitality.