

HOSPITALITY LEADERSHIP (HSP)

HSP 100 | INTRODUCTION TO HOSPITALITY | 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.

HSP 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.

HSP 200 | HOSPITALITY 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.

HSP 203 | HOSPITALITY LEADERSHIP & SELF DEVELOPMENT | 2 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 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. (2 quarter hours)

HSP 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)

HSP 207 | HOSPITALITY LAW, ETHICS & RISK | 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.

HSP 208 | MANAGING PEOPLE & THE CHICAGO UNION ENVIRONMENT | 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.

HSP 100 is a prerequisite for this class.

HSP 250 | MANAGING YOUR HOSPITALITY 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)

HSP 301 | LEADERSHIP 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)

HSP 302 | LEADERSHIP 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)

HSP 303 | HOSPITALITY 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)

**HSP 304 | HOSPITALITY 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)

HSP 303 is a corequisite for this class.

**HSP 309 | ADVANCED HOSPITALITY 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.

**HSP 320 | PRIVATE CLUB MANAGEMENT | 4 quarter hours
(Undergraduate)**

This course explores the management of, and leadership roles within, private city, country, and athletic clubs. Topics include: the general manager function; organizational structure of clubs; the role of the board of directors; membership requirements; equity and non-equity clubs; tax-exempt clubs and nontax-exempt clubs; duties and leadership responsibilities of department heads in private clubs; governmental regulations; the future of clubs; and the relationship of private clubs to the hospitality industry.

**HSP 321 | FOOD PRODUCTION MANAGEMENT | 2 quarter hours
(Undergraduate)**

This laboratory-based course is an introduction to the basic principles of food production. Topics include culinary terminology, theory and application of food preparation techniques, food product identification and fabrication. (2 quarter hours)

A declared Club Management Concentration is a prerequisite for this class.

**HSP 322 | QUANTITY FOODSERVICE MANAGEMENT | 2 quarter hours
(Undergraduate)**

Analysis of factors affecting quantity food production and service in the foodservice industry, emphasizing adherence to food quality and service, ethical evaluation of food products and commercial equipment, planning and coordinating food production activities for large groups, and the impact of operations upon environmental sustainability. (2 quarter hours)

HSP 321 and a declared Club Management concentration are prerequisites for this class.

**HSP 323 | ADVANCED PRIVATE CLUB MANAGEMENT | 4 quarter hours
(Undergraduate)**

An in-depth, international, comprehensive study and analysis of the senior club manager's role in operating a successful private club. Focused on advanced methods and issues including: career planning, club bylaws and rules, legal and ethical concerns, facility design and management, special enterprises within the club, break even and financial analysis, club feasibility and marketing, research interests, membership services, CCM certification and promotion/public relations. Case studies and a comparison of international approaches to managing clubs will be used to augment lectures and discussions.

HSP 320 is a prerequisite for this class.

**HSP 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.

**HSP 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.

**HSP 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.

**HSP 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 varietals 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.

HSP 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.

HSP 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.

HSP 341 | RESORT & SPA MANAGEMENT | 4 quarter hours
(Undergraduate)

The range of resort and spa operations are explored and analyzed. Key topics unique to these geographic and programmatic settings are discussed, including issues in guest relations, the design of programs and amenities, the role of golf courses, tennis facilities, swimming pools and water sports, spas, the impact of operations upon environmental sustainability, and the importance of conference/meeting events in the resort industry.

HSP 342 | TIME SHARE MANAGEMENT | 4 quarter hours
(Undergraduate)

The course focus is upon the concepts of timeshare management. Topics include historical background, development process, market analysis, exchange systems, ownership and calendar issues, ethical obligations, budgeting, and customer relations.

HSP 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.

HSP 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.

HSP 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.

HSP 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.

HSP 350 is a prerequisite for this class.

HSP 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.

HSP 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.

HSP 350 is a prerequisite for this class.

HSP 362 | REVENUE, PRICING & DISTRIBUTION | 4 quarter hours
(Undergraduate)

The principles and practices involved in hotel revenue maximization, pricing strategies, and distribution channels are the focus of this course. Topics will include definitions, roles and strategies as they relate to revenue, pricing and distribution. Additional discussion of inventory control and performance analysis will also be part of the class.

HSP 206 is a prerequisite for this class.

HSP 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.

HSP 386 | HOSPITALITY ACCOUNTING I: REVENUES & EXPENSES | 4 quarter hours
(Undergraduate)

The application of accounting principles as utilized in the hospitality industry is explored. The purpose of this class is to advance the hospitality student's knowledge of accounting concepts related to the income statement using the hospitality industry version of the Uniform System of Accounts. The class increases the student's understanding of the importance of revenue recognition, expense classification, and matching of revenue and expenses for operational analysis purposes. Students will study payroll accounting, withholding and tax reporting requirements and regulations specific to the hospitality industry along with labor variances and their relevance to understanding operations and performance versus budgets.

A grade of C- or better in ACC 102 is a prerequisite for this class.

HSP 396 | HOSPITALITY 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.**

HSP 398 | SPECIAL TOPICS IN HOSPITALITY | 4 quarter hours
(Undergraduate)

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

HSP 399 | INDEPENDENT STUDY | 4 quarter hours
(Undergraduate)

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

HSP 502 | MANAGING THE GUEST/EMPLOYEE EXPERIENCE | 4 quarter hours
(Graduate)

This course is designed to examine highly developed principles of the guest experience, the guest/employee interface, and the role employee development and service delivery plays within the hospitality industry. Leadership of various hospitality service operations will be studied in the context of realms of experience and guest quality assurance. Experience realms will be grounded in the constructs of unique hospitality experiences that engage guests in an inherently personal way. Topics will include: customer care and loyalty programs, creativity and innovation, employee skill development, service operation strategies, product design, capturing guest identity, and customer co-creation.

HSP 503 | ADVANCED HOSPITALITY LEADERSHIP AND PERFORMANCE | 4 quarter hours
(Graduate)

The goal of this course is to examine advanced hospitality leadership practices within the various industry segments. Leadership principles and hospitality management approaches will be examined through the lens of financial and human capital performance. Topics include: critical decision-making, hospitality team dynamics and service performance, financial feasibility in operational delivery, brand and marketplace competency, ethics and values.

HSP 505 | SERVICE & INNOVATION IN TOURISM DEVELOPMENT | 4 quarter hours
(Graduate)

This course examines the interaction and interdependency of tourism technology and service systems in the context of tourism development, service leadership, innovation, and social media. Students will apply contemporary tourism development theory surrounding technology and service systems including: market development, human capital productivity, network-based service systems, efficiency and effectiveness in information processing, user generated content issues, and other opportunities.

HSP 506 | HOSPITALITY STRATEGY & OPERATIONAL PERFORMANCE | 4 quarter hours
(Graduate)

The goal of this course is to evaluate and construct innovative hospitality strategies and then implement models of strategy within hospitality organizations. The course will enable students to analyze hospitality service systems through the lens of competitive strategy and service-oriented product positioning. Topics include: hospitality strategy, competitive analysis, systems thinking, service product life-cycle evolution, hospitality organizational structure and service systems, integrated hospitality operational diagnostics, and operational performance metrics.

HSP 550 | NON-PROFIT EVENTS MANAGEMENT | 4 quarter hours
(Graduate)

Non-Profit event management is evolving into a complex and dynamic discipline within the hospitality industry. This course examines the nature and structural components of event management within the non-profit sector. The course design will incorporate event conceptualization and evaluation techniques unique to the non-profit hospitality product delivery. Topics will include: market segmentation, strategic analysis for event planning, financial literacy, managerial and operational logistics, governmental and non-governmental advocacy, sponsorship development and fundraising, contract execution and administration.

MGT 500 is a prerequisite for this class.

HSP 551 | NON-PROFIT FOODSERVICE MANAGEMENT | 4 quarter hours
(Graduate)

Non-profit hospitality foodservice encompasses a broad array of institutions, associations and organizations on a local, regional and national level. This advanced course in non-profit foodservice management examines the leadership requirements associated with National philanthropic and local grass-roots community organizations including soup kitchens, meals on wheels programs, emergency shelters, community alliances, and food pantries. Topics include: menu development and nutritional elements of non-profit foodservice operations, licensing and inspection requirements, food handling and OSHA work safety guidelines, food sourcing and distribution, national and local initiatives programming, and developing marketing networks/partners.

MGT 500 and (MGT 502 or MGT 504) are prerequisites for this class.

HSP 561 | MANAGING REVENUE TO MAXIMIZE FINANCIAL PERFORMANCE | 4 quarter hours**(Graduate)**

This course explores revenue management within the hospitality industry from a comprehensive perspective as it pertains to the importance of generating business revenues and contributions to the overall service-firm financial performance. Revenue management principles and practices within the hospitality sector have advanced in both sophistication and complexity, increasing the need for enhanced development of human capital, investments in data analytics, and systems integrated approaches to successful revenue generation. Topics include: Inventory and price management, consumer behavior, e-commerce, and demand based forecasting.

HSP 562 | HOSPITALITY DISRUPTORS, CURRENT TRENDS, AND THEIR IMPLICATIONS FOR LEADERS | 4 quarter hours**(Graduate)**

This course examines current hospitality trends associated with industry disruptors and their impact on service distribution channels. Students apply critical thinking and decision-making skills to the complex relationships of revenue generation, expense management, current technologies, and operational benchmarks to achieve organizational profitability objectives. Topics include disruptions to global distribution networks, technology applications, branding perspectives, digital communications, customer segmentation, product marketing, competitive positioning, human capital resources, and service processes.

HSP 563 | HOSPITALITY RESEARCH ANALYSIS & FINANCIAL METRICS | 4 quarter hours**(Graduate)**

This course provides a comprehensive perspective of various hospitality financial performance constructs and key industry operating performance benchmarks, including how to design studies to collect the data to analyze. Students will learn the fundamentals of research methodology and then be indoctrinated to hospitality industry metrics and the critical nature of linking analysis with decision-making in order to achieve organizational profitability objectives. Topics include; research methodology, interpretation of financial statements, data collection, using research findings, and operations flow-through.

HSP 793 | PRACTICUM IN APPLIED HOSPITALITY LEADERSHIP | 4 quarter hours**(Graduate)**

Experiential learning plays an important role in applying academic knowledge to real-world business challenges and opportunities. This practicum in applied hospitality leadership engages students in a practical, experiential, multidisciplinary approach to learning, which fosters development of personal and professional skills. Under the direction of the course faculty, students assume the role of researchers/ advisors to key Chicago hospitality organizations that seek guidance on business strategy or challenging operational issues. Projects might include; leadership assessments service-process improvements, service innovation, event planning, club management and others. Students work closely with sponsoring organizations and supervising faculty to identify the scope of the projects, collect information and conduct analysis, and then report findings and/or recommendations. Major outcomes include an oral presentation to faculty and a written report for management.

HSP 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.

HSP 799 | INDEPENDENT STUDY | 4 quarter hours (Graduate)

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