HOSPITALITY LEADERSHIP (BSB)

The heart and soul of any academic program is the curriculum and the faculty who deliver it. We have developed our unique curriculum with the strong involvement of local Chicago hospitality industry leaders and the members of our national advisory board. We have also asked senior faculty at four of the nation’s top ranked hospitality programs to review it and advise us how to strengthen it. By incorporating this input, we created a powerful curriculum that distinguishes us from other hospitality programs. Our curriculum blends two primary concepts: hospitality industry knowledge and key business skills. Additionally, woven throughout the courses are five central themes: leadership, ethics, human resources, globalization and sustainability. By including these themes in many of our courses, we strive to deeply instill within students a sense of personal and corporate social responsibility embedded within an awareness of the larger world around them.

We have three primary curricular goals:

1. Embed a true sense of hospitality within our students; that is, to create a bedrock belief that hospitality is about serving others
2. Create industry leaders prepared to deliver hospitality to anyone who needs it, whenever or wherever
3. Embrace the Vincentian mission: to share hospitality with the underprivileged and disenfranchised members of our communities

The Hospitality Leadership major is comprised of three components: the Liberal Studies Program (the broad, general education of members of our society), the College of Business core (foundational business skills), and the specific requirements of the School of Hospitality and Sports Business.

Program Requirements

<table>
<thead>
<tr>
<th>Program Requirements</th>
<th>Quarter Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Core Requirements</td>
<td>60</td>
</tr>
<tr>
<td>Liberal Studies Requirements</td>
<td>72</td>
</tr>
<tr>
<td>Major Requirements</td>
<td>48</td>
</tr>
<tr>
<td>Open Electives</td>
<td>12</td>
</tr>
<tr>
<td>Total hours required</td>
<td>192</td>
</tr>
</tbody>
</table>

Learning Outcomes

Core Outcomes

- Use analytical and reflective skills in decision-making.
- Communicate effectively both orally and in writing.
- Recognize legal and ethical issues confronting them.
- Contribute to the performance of a group within a business setting.
- Know the differences among global economies, institutions, business practices and cultures.
- Acquire knowledge of the functional areas of business and the interrelationships among the functional areas within a business.

Program Specific Outcomes

Students will be able to:

- Describe the parallel concepts of service and experience management.

- Demonstrate hospitality service through voluntarism at community event using hospitality skills.
- Demonstrate functional knowledge about hospitality business applications and operations.

College Core Requirements

Business Core Requirements

All undergraduate students in the Driehaus College of Business complete foundational courses in the areas of accountancy, economics, finance, management, and marketing. The core curriculum also includes courses that emphasize the increasingly quantitative and technological nature of business, the importance of the entrepreneurial mindset, and how students can use their business education to address important social challenges.

Course Requirements

For a student to complete the Bachelor of Science in Business, the following Business Core courses totaling at least 60.0 hours are required:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
</table>
| ACC 101 | INTRODUCTION TO ACCOUNTING I  
| ACC 102 | INTRODUCTION TO ACCOUNTING II  
| BUS 101 | INTRODUCTION TO DRIEHAUS: BUSINESS FUNDAMENTALS AND THE ENTREPRENEURIAL MINDSET  
| BUS 102 | BUSINESS ANALYTICS  
| BUS 103 | BUSINESS FOR SOCIAL GOOD  
| ECO 105 | PRINCIPLES OF MICROECONOMICS  
| ECO 106 | PRINCIPLES OF MACROECONOMICS  
| FIN 310 | INTRODUCTION TO FINANCE  
| MAT 137 | BUSINESS STATISTICS  
| MGT 300 | PRINCIPLES OF MANAGEMENT  
| MGT 301 | PRINCIPLES OF OPERATIONS MANAGEMENT  
| MKT 301 | PRINCIPLES OF MARKETING  

Business Technology ²

Select one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
</table>
| BUS 202 | BUSINESS TECHNOLOGY  
| CSC 241 | INTRODUCTION TO COMPUTER SCIENCE I  
| MIS 360 | SYSTEMS ANALYSIS AND DESIGN  

Business Communication ³

Select one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
</table>
| MKT 276 | EFFECTIVE BUSINESS COMMUNICATION  
| CMNS 201 | BUSINESS AND PROFESSIONAL COMMUNICATION  

Global Business Perspective ⁴

Select one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
</table>
| ECO 316 | EUROPEAN ECONOMIC HISTORY  
| ECO 330 | RADICAL RESPONSES TO CAPITALISM  
| ECO 333 | TOPICS IN GLOBAL ECONOMIES  
| ECO 334 | UNDERSTANDING CHINA’S ECONOMY  
| ECO 360 | ECONOMICS OF LOW-INCOME COUNTRIES  
| ECO 361 | INTERNATIONAL TRADE  

Business Core Timeline

- BUS 101, BUS 102 and BUS 103 are intended to be completed by students during their first year of enrollment in the college.
- Business core requirements may be prerequisites to other courses.
- Planning is essential to a student’s graduation timeline.
- Academic advisors work with students to co-create customized degree completion plans and assist with balancing course load.

Business Ethics

All undergraduate students in the Driehaus College of Business complete a course in Business Ethics. It is recommended students take MGT 248 or PHL 248 in Philosophical Inquiry or MGT 228 or REL 228 in Religious Dimensions in the Liberal Studies Program (or University Honors Program) Requirements.

Second Majors and Minors

The addition of a second major or minor may affect the Business Core classes required for a student. Meet with an academic advisor to confirm requirements.

Business Technology requirement for all business majors (except Management Information Systems majors)

- Business Technology requirement may be replaced by CSC 243.

Math requirement for all business majors (except Actuarial Science majors)

- MAT 137 may be replaced by MAT 348 or MAT 351.

Grade Minimum Requirements for Hospitality Leadership Major

A minimum grade of C- is required for the following: ACC 101, ACC 102, BUS 101, BUS 102, BUS 103, BUS 202, ECO 105, ECO 106, MAT 137, and any IB course used for the Hospitality Leadership major and Global Business Perspective.

Liberal Studies Requirements

Honors program requirements can be found in the individual Colleges & Schools section of the University Catalog. Select the appropriate college or school, followed by Undergraduate Academics and scroll down.

First Year Program

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LSP 110</td>
<td>4</td>
</tr>
<tr>
<td>or LSP 111</td>
<td></td>
</tr>
<tr>
<td>or EXPLORE CHICAGO</td>
<td></td>
</tr>
</tbody>
</table>

Focal Point

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LSP 112</td>
<td>4</td>
</tr>
</tbody>
</table>

Writing

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRD 103</td>
<td>4</td>
</tr>
<tr>
<td>WRD 104</td>
<td>4</td>
</tr>
</tbody>
</table>

Quantitative Reasoning

Not Required

Sophomore Year

Experiential Learning

Required

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LSP 200</td>
<td>4</td>
</tr>
</tbody>
</table>

Junior Year

Capstone

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 392</td>
<td>4</td>
</tr>
</tbody>
</table>

Senior Year


1 Students must earn a C- or better in this course.
2 Students majoring in Hospitality Leadership are required to complete the sequence of HSB 303 and HSB 304 in order to receive Experiential Learning credit.

Learning Domains

Arts and Literature (AL) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/arts-and-literature/)

- 3 AL Courses Required

Historical Inquiry (HI) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/historical-inquiry/)

- 2 HI Courses Required


- Not Required
Philosophical Inquiry (PI) ([https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/philosophical-inquiry/](https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/philosophical-inquiry/))
- 2 PI Courses Required

Religious Dimensions (RD) ([https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/religious-dimensions/](https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/religious-dimensions/))
- 2 RD Courses Required

- 1 Lab Course Required

- 1 SCBI Course Required

Notes
Specified required courses within Liberal Studies may have grade minimums (e.g. C- or better). Please consult your advisor or your college and major requirements.

Courses offered in the student’s primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the Experiential Learning requirement.

In meeting learning domain requirements, no more than one course that is outside the student’s major and is cross-listed with a course within the student’s major, can be applied to count for LSP domain credit. This policy does not apply to those who are pursuing a double major or earning BFA or BM degrees.

Major Requirements

Course Requirements
In addition to HSB 303 and HSB 304 in the Liberal Studies Program, a student majoring in Hospitality Leadership is required to complete the following courses totaling at least 46.0 hours:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Quarter Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSB 100</td>
<td>INTRO TO HOSPITALITY, TOURISM &amp; SPORTS BUSINESS</td>
<td>4</td>
</tr>
<tr>
<td>HSB 200</td>
<td>HOSPITALITY &amp; SPORTS BUSINESS SERVICES AND EXPERIENCE MANAGEMENT</td>
<td>4</td>
</tr>
<tr>
<td>HSB 203</td>
<td>LEADERSHIP IN HOSPITALITY &amp; SPORTS BUSINESS</td>
<td>4</td>
</tr>
<tr>
<td>HSB 207</td>
<td>HOSPITALITY &amp; SPORTS BUSINESS CRISIS MANAGEMENT</td>
<td>2</td>
</tr>
<tr>
<td>HSB 208</td>
<td>STRATEGIC TALENT MANAGEMENT</td>
<td>2</td>
</tr>
</tbody>
</table>

Select one of the following:
- HSB 309 ADVANCED HOSPITALITY & SPORTS BUSINESS METRICS AND ANALYTICS
- MGT 314 BUSINESS ANALYTICS FOUNDATION TOOLS
- MKT 305 INTRODUCTION TO MARKETING RESEARCH

Select two elective courses from the following:
- HSB 331 FOODSERVICE PURCHASING
- HSB 332 BEVERAGE MANAGEMENT
- HSB 333 INTERNATIONAL WINE EDUCATION & MANAGEMENT
- HSB 335 CRAFT BEER EDUCATION AND MANAGEMENT
- HSB 343 CASINO MANAGEMENT
- HSB 351 EVENT TOURISM
- HSB 352 EVENT PRODUCTION
- HSB 353 EVENT SALES, SERVICE & PROMOTION
- HSB 355 ADVANCED EVENT MANAGEMENT
- HSB 372 BRANDING & CUSTOMER LOYALTY
- HSB 398 SPECIAL TOPICS
- HSB 399 INDEPENDENT STUDY
- IB 350 INTERNATIONAL BUSINESS SEMINAR (Hospitality-led programs only)

Open Electives
Open elective credit (12.0 hours) is needed to meet the minimum graduation requirement of 192 hours.

Experiential Learning
Hospitality Leadership majors must complete HSB 303 and HSB 304. The completed sequence satisfies the requirement for Experiential Learning in the Liberal Studies Program (or University Honors Program) Requirements.

Career Management Course
Students are required to complete the Career Course (250) associated with the major. Students who double major may choose the Career Course (250) associated with either major provided that hours for graduation are satisfied. Students should take the Career Course as soon as possible.
Global Business Perspective
If an IB or HSB course is shared between Global Business Perspective and the Hospitality major, additional hours of Open Elective credit are required. Any IB or HSB course must be passed with C- or higher.

Graduation Requirements
All Hospitality & Sports Business (HSB) courses and any other courses used toward the major must be completed with a minimum grade of C- (or PA where specified) and with a combined GPA of 2.000 or higher.