

# 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	Quarter Hours
Business Core Requirements	60
Liberal Studies Requirements	72
Major Requirements	48
Open Electives	12
<b>Total hours required</b>	<b>192</b>

## 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:

Course	Title	Quarter Hours
<b>Business Core Courses</b>		
ACC 101	INTRODUCTION TO ACCOUNTING I <sup>1</sup>	4
ACC 102	INTRODUCTION TO ACCOUNTING II <sup>1</sup>	4
BUS 101	INTRODUCTION TO DRIEHAUS: BUSINESS FUNDAMENTALS AND THE ENTREPRENEURIAL MINDSET	4
BUS 102	BUSINESS ANALYTICS	4
BUS 103	BUSINESS FOR SOCIAL GOOD	4
ECO 105	PRINCIPLES OF MICROECONOMICS	4
ECO 106	PRINCIPLES OF MACROECONOMICS	4
FIN 310	INTRODUCTION TO FINANCE	4
MAT 137	BUSINESS STATISTICS	4
MGT 300	PRINCIPLES OF MANAGEMENT	4
MGT 301	PRINCIPLES OF OPERATIONS MANAGEMENT	4
MKT 301	PRINCIPLES OF MARKETING	4
<b>Business Technology <sup>2</sup></b>		
Select one of the following:		4
BUS 202	BUSINESS TECHNOLOGY	
CSC 241	INTRODUCTION TO COMPUTER SCIENCE I	
MIS 360	SYSTEMS ANALYSIS AND DESIGN	
<b>Business Communication <sup>3</sup></b>		
Select one of the following:		4
MKT 276	EFFECTIVE BUSINESS COMMUNICATION	
CMNS 201	BUSINESS AND PROFESSIONAL COMMUNICATION	
<b>Global Business Perspective <sup>4</sup></b>		
Select one of the following:		4
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	

ECO 362	INTERNATIONAL MONETARY ECONOMICS
ECO 363	ECONOMICS OF THE EUROPEAN UNION
FIN 340	INTERNATIONAL FINANCE
FIN 355	GLOBAL IPOs & VENTURE CAPITAL
IB 350	INTERNATIONAL BUSINESS SEMINAR
MGT 354	GLOBAL HUMAN RESOURCE MANAGEMENT
MGT 357	INTERNATIONAL BUSINESS
MKT 340	MARKETING ACROSS CULTURES: A CULTURAL PERSPECTIVE ON MULTICULTURAL MARKETS
MKT 358	MARKETING IN A GLOBAL ENVIRONMENT
MKT 360	INTERNATIONAL MARKETING
SOC 217	WORK IN A GLOBALIZED WORLD
A course taken as part of a term-long study abroad program	

<sup>1</sup> Strobel students take specially designated sections of all required ACC classes, including ACC 101 and ACC 102 (excluding ACC 250, ACC 300, ACC 301).

<sup>2</sup> Actuarial Science and Economic Data Analytics majors must take CSC 241.

MIS majors must take MIS 360.

<sup>3</sup> MKT majors and Sales minors must take MKT 276.

<sup>4</sup> A course taken for Global Business Perspective that is in a student's major or minor field must be completed with a minimum grade of C-.

## 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		Hours
<b>Chicago Quarter</b>		
LSP 110	DISCOVER CHICAGO	4
or LSP 111	or EXPLORE CHICAGO	
<b>Focal Point</b>		
LSP 112	FOCAL POINT SEMINAR	4
<b>Writing</b>		
WRD 103	COMPOSITION AND RHETORIC I <sup>1</sup>	4
WRD 104	COMPOSITION AND RHETORIC II <sup>1</sup>	4
<b>Quantitative Reasoning</b>		
Not Required		
<b>Sophomore Year</b>		
<b>Race, Power, and Resistance</b>		
LSP 200	SEMINAR ON RACE, POWER, AND RESISTANCE	4
<b>Junior Year</b>		
<b>Experiential Learning</b>		
Required <sup>2</sup>		4
<b>Senior Year</b>		
<b>Capstone</b>		
BUS 392	SENIOR SEMINAR <sup>1</sup>	4

<sup>1</sup> Students must earn a C- or better in this course.

<sup>2</sup> 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

**Math and Computing (MC)** (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/math-and-computing/>)

- Not Required

### Philosophical Inquiry (PI) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/philosophical-inquiry/>)

- 2 PI Courses Required<sup>1</sup>

### Religious Dimensions (RD) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/religious-dimensions/>)

- 2 RD Courses Required<sup>1</sup>

### Scientific Inquiry (SI) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/scientific-inquiry/>)

- 1 Lab Course Required

### Social, Cultural, and Behavioral Inquiry (SCBI) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/social-cultural-and-behavioral-inquiry/>)

- 1 SCBI Course Required

<sup>1</sup> PHL 248 / MGT 248 is required in PI or REL 228 / MGT 228 is required in RD.

## 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 48.0 hours:

Course	Title	Quarter Hours
HSB 100	INTRO TO HOSPITALITY, TOURISM & SPORTS BUSINESS	4
HSB 200	HOSPITALITY & SPORTS BUSINESS SERVICES AND EXPERIENCE MANAGEMENT	4
HSB 203	LEADERSHIP IN HOSPITALITY & SPORTS BUSINESS	4
HSB 207	HOSPITALITY & SPORTS BUSINESS CRISIS MANAGEMENT	2
HSB 208	STRATEGIC TALENT MANAGEMENT	2

HSB 250	MANAGING YOUR HOSPITALITY & SPORTS BUSINESS CAREER	2
HSB 301	HOSPITALITY & SPORTS BUSINESS SPEAKER SERIES I	1
HSB 302	HOSPITALITY & SPORTS BUSINESS SPEAKER SERIES II	1
HSB 330	RESTAURANT OPERATIONS	4
HSB 340	LODGING PROPERTY MANAGEMENT	4
HSB 350	EVENT PLANNING	4
HSB 396	HOSPITALITY & SPORTS BUSINESS STRATEGY	4

### Select one of the following: 4

HSB 309	ADVANCED HOSPITALITY & SPORTS BUSINESS METRICS AND ANALYTICS	
MGT 314	BUSINESS ANALYTICS FOR MANAGERS AND ENTREPRENEURS	
MKT 305	INTRODUCTION TO MARKETING RESEARCH	

### Select two elective courses from the following: 8

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.