HOSPITALITY MANAGEMENT

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The Fritz Knoebel School of Hospitality Management (Fritz Knoebel) has been preparing industry leaders since 1946. As part of the Daniels College of Business, Fritz Knoebel has been recognized nationally and internationally for its tradition of quality instruction, including the 2013 award for Best Educational Innovation at the Worldwide Hospitality Awards. The hospitality management program has as its foundation the core business discipline classes in the Daniels College. Within the major students select a concentration from Event Sales & Management, Lodging Real Estate, Restaurant/Food & Beverage Management, and Strategic Lodging Management.

Bachelor of Science in Business Administration Major Requirements

(185 credits required for the degree (http://bulletin.du.edu/undergraduate/undergraduateprograms/traditionalbachelorsprogram/bachelorofarts/))

Minimum of 45 credits. Requirements include:

Code	Title	Credits
Required Courses		
HOSP 1100	Exploring Hospitality Mgmt	2
HOSP 1200	Industry Work Experience	0
HOSP 2201	International Experience	0
HOSP 2202	Management Intern Program	0
HOSP 2360	Managing a Restaurant Business	4
HOSP 2361	Contemporary Cuisine	4
HOSP 2401	Hotel and Resort Management	4
HOSP 2402	Revenue Management	4
HOSP 2501	Managing Human Capital in Hospitality	4
HOSP 2502	Hospitality Cost Management	4
HOSP 3120	Distinguished Lecture Series	1
Select 1 (one) Concentration from the following - Lodging Real Estate, Restaurant/Food & Beverage Management, Event Sales and Management, Strategic Lodging Management		18
Electives: Select 2-6 elective credits of major elective as required for each concentration.		
Total Credits		**45**

Students are required to study abroad, typically for a semester, and complete 1000 hours of work experience split between work hours and internship requirements. Please see the Hospitality Career Advisor for more information.

Event Sales and Management Concentration Requirements

Code	Title	Credits
HOSP 3301	Beverage Management	4
HOSP 2506	Hospitality Sales & Marketing	4
HOSP 3506	Special Event Management	4

Lodging Real Estate Concentration Requirements

Code	Title	Credits
HOSP 3402	Hospitality Investments (Rename HOSP 3402 from Asset Management to Hospitality Investments)	4
HOSP 3600	Lodging Valuation Principles	4
HOSP 3601	Hotel Development & Feasibility	4
REAL 3307	Real Estate Finance	4

Restaurant/Food & Beverage Concentration Requirements

Code	Title	Credits
HOSP 3301	Beverage Management	4
HOSP 3302	Advanced Beverage Management I: Wine, Spirits & Beer	4
HOSP 3360	Rest/F&B Concept Devel	4

Strategic Lodging Management Concentration

Code	Title	Credits
HOSP 2601	Environmental Sustainability in Hospitality	2
HOSP 2602	Hospitality Social Sustainability	2
HOSP 3402	Hospitality Investments	4
HOSP 3501	Advanced Hospitality Human Capital Analysis	2
HOSP 3800	Hospitality Experience Management	4
Electives		4

Requirements for Distinction in the Major in Hospitality Management

Upon reaching 90 credit hours completed, students with a 3.50 cumulative GPA or higher, and a 3.85 Daniels GPA or higher, are invited to either create a portfolio of in-depth business experiences or to write a thesis to earn Distinction. See Daniels Undergraduate Programs or faculty in the department for more information.

This course plan is a sample schedule only. Individual course plans will vary based on incoming transfer credit, prerequisites, restrictions (e.g., the requirement that students have sophomore-lever standing/have earned 45 credits to enroll), availability of courses, minors, and other scheduling factors. You must meet with your Daniels academic advisor in your first-year to develop an individual graduation plan for your specific needs.

First Year

Fall	Credits	Winter	Credits	Spring	Credits
FSEM 1111	4	WRIT 1122	4	WRIT 1133	4
MATH 1200 or 1951[1]	4	Common Curriculum Course[2]	4	Common Curriculum course[2]	4
Language Sequence or SI: Natural sequence I[3]	4	Language Sequence or SI: Natural sequence II[3]	4	Language Sequence or SI: Natural sequence III[3]	4
Business course[6]	4	Business course[6]	4	Business course[6]	4
BUS 1099 (Take within the first-year)	0	HOSP 1100 (Take within the first-year)	2		
	16		**18**		**16**

Second Year

Fall	Credits	Winter	Credits	Spring	Credits
SI: Natural sequence or Language sequence I[3]	4	SI: Natural sequence of Language sequence II[3]	4	SI: Natural sequence of Language sequence III[3]	4
INTZ 2501[4]	2	Common Curriculum course[2]	4	Common Curriculum course[2]	4
Business course[7]	4	Business course[7]	4	Business course[7]	4
Business course[7]	4	HOSP Core Course	4	Business course[7]	4
HOSP Core Course	4	(Last term to successfully complete INFO 1020)		(Last term to successfully complete INFO 2020)	
BUS 2099 (Take within the second-year)	0			(Last term to take HOSP 1100)	
(Last term to sucessfully complete INFO 1010, Excel certification, MATH 1200/1951)					
	18		**16**		**16**

Third Year

Fall	Credits	Winter	Credits	Spring	Credits
Study Abroad[5]	16	HOSP Core Course	4	HOSP Core Course	4
General Elective		HOSP Core Course	4	HOSP Core Course	4
		Business course[8]	4	Business course[8]	4
		Business course[8]	4	Business course[8]	4
		BUS 3099 (Take winter or spring in third-year)	0		
	16		**16**		**16**

Fourth Year

Fall	Credits	Winter	Credits	Spring	Credits
MGMT 3000	4	Concentration Class[9]	4	Advanced Seminar (ASEM)	4
HOSP 3120	1	HOSP Elective	4	Concentration Class[9]	4
Concentration Class[9]	4	BUS 3800	4	General Elective/Optional Minor	4

HOSP Elective	4		
	13	**12**	**12**

Total Credits: 185

1. MATH 1200 (http://bulletin.du.edu/undergraduate/undergraduateprograms/traditionalbachelorsprogram/selectingadegreeprogram/courseplans/ai-natural-courses/) (or MATH 1951) fulfills one of the two required courses for Analytical Inquiry: The Natural and Physical World
2. Complete Analytical Inquiry: Society & Culture and Scientific Inquiry: Society & Culture requirements. ECON 1020 is required for all Business majors, and this course fulfills half the requirements for Scientific Inquiry: Society and Culture.
3. Common Curriculum Requirements (http://bulletin.du.edu/undergraduate/undergraduateprograms/traditionalbachelorsprogram/degreesanddegreerequirements/): Students are encouraged to complete Language or Scientific Inquiry: The Natural and Physical World sequences earlier in their studies; choose one for year 1 and the other for year 2.
4. INTZ 2501 is required for any student who studies abroad and may be taken in any quarter within the year prior to studying abroad.
5. If you are not an international student and you are not studying abroad, please work with your advisor to select a course to fulfill the Student International Experience Requirement (http://bulletin.du.edu/undergraduate/undergraduateprograms/traditionalbachelorsprogram/bachelorofscienceinbusinessadministration/).
6. In year 1, distribute 12 credits of Business-related coursework across the entire year, selected from these options (check for prerequisites, corequisites, and restrictions): BUS 1440, MGMT 2100 (Leadership Studies minor students fulfill this Business Core requirement by completing both LDRS 2017 and LDRS 2019), ECON 1020, BUS 1099 (0 credits), INFO 1010 & INFO 1011 (complete by fall of year 2). Students who are ahead in credits can work ahead in Common Curriculum requirements, General Elective/optional minor requirements, and Business requirements from year 2.
7. In year 2, distribute 16 credits of Business-related coursework across the entire year, selected from these options (check for prerequisites, corequisites, and restrictions): Any Business courses not completed in year 1, INFO 1020 & INFO 1021 (complete by winter of year 2), INFO 2020 (complete by spring of year 2), LGST 2000, ACTG 2200, MKTG 2800, BUS 3000, BUS 2099 (0 credits).
8. In year 3, distribute 16 credits of Business-related coursework across the entire year, selected from these options (check for prerequisites, corequisites, and restrictions): Any Business courses not completed in year 2, ACTG 2300, FIN 2800.
9. Students majoring in Hospitality Management must pick one (1) concentration. Student pick from one of 4 concentrations: Lodging Real Estate, Strategic Lodging Management, Restaurant Food & Beverage Management and Event Sales & Management.

HOSP 1100 Exploring Hospitality Mgmt (2 Credits)
This is an introductory course designed to provide students with a broad overview of the hospitality industry and the various segments that comprise the industry. The course focuses particularly on the industry areas captured by the concentrations available to Knoebel students, the elements that make hotels and resorts what they are--food and beverage/restaurants; strategic lodging management, lodging real estate, and event sales and management--and other facets of hospitality.

HOSP 1101 Hip Hotels: Delivering Amazing Guest Experiences (2 Credits)
Through an immersive, behind-the-scenes experience in Denver's hotels, students learn about: The challenges hotel executives face; the interplay between hotel design and service delivery; how to positively influence the guest experience, and the career paths available in the industry.

HOSP 1200 Industry Work Experience (0 Credits)
Faculty supervised work experience. Prerequisites: HOSP 1100 and completion of 500 hours of approved work experience. Advisor will register students for course as needed.

HOSP 2201 International Experience (0 Credits)
Students spend one quarter in an international setting taking courses while touring and observing overseas hospitality operations. Advisor will register students for course as needed.

HOSP 2202 Management Intern Program (0 Credits)
Preferably, this internship is full-time, continuous employment for ten-weeks with a minimum of 400 hours and is designed to allow students to increase their exposure to the hospitality industry and continue to reconcile their classroom learning with industry practice. Advisor will register students for course as needed. Prerequisites: HOSP 1200.

HOSP 2360 Managing a Restaurant Business (4 Credits)
In HOSP 1100, Exploring Hospitality Management, students are introduced to various aspects of restaurant/food and beverage management and basics about them. From here, we advance to a more thorough overview of the management of various food and beverage operations, specifically focusing on restaurants. Topics include safe food and beverage service, product specification and procurement, labor scheduling, revenue control and collection, and other management functions required for success in food and beverage operations. Prerequisite: HOSP 1100.

HOSP 2361 Contemporary Cuisine (4 Credits)
Judging by their high failure rate, restaurants can be one of the most difficult and complex businesses to manage. This course builds on previous food and beverage courses by providing hands-on experience running and managing a restaurant environment. Through the opening and running of two live restaurant operations for a night each, the course enables students to put into practice the managerial aspects of full-service restaurant operation, from menu planning and implementation to financial analysis, including systems, tools and reporting. Prerequisites: HOSP 2360 and HOSP 2401.

HOSP 2401 Hotel and Resort Management (4 Credits)
This course presents an overview of the management of a various lodging properties, specifically focusing on rooms division operations. The perspective taken is strategic, identifying and considering issues of concern to general managers of all types of lodging properties, with a particular focus on profit maximization (yield/revenue management) and distribution channel management. The broader political, economic, social, and technological environments and trends and their impact on lodging operations are considered. The perspective is global and includes considering how lodging operations differ in various parts of the world. Prerequisite: HOSP 1100.

HOSP 2402 Revenue Management (4 Credits)
This course provides an introduction to the basic principles and practices of revenue management in the hotel and restaurant industry. Students acquire the fundamental analytical skills needed to apply revenue management concepts and methods in demand forecasting, pricing, and revenue optimization techniques in hotels and restaurants. The course includes certification in STR tools. Prerequisites: HOSP 2360, HOSP 2401 and ACTG 2200.

HOSP 2501 Managing Human Capital in Hospitality (4 Credits)
People are the heart of any organization and can be a source of competitive advantage, particularly in a hospitality environment. This course prepares students to develop and manage successfully the processes and systems that help hospitality firms develop a competitive advantage through people and build a service culture, including recruiting, selecting, onboarding, and developing employees in order to retain them in both union and non-union environments. Prerequisites: HOSP 2360 and HOSP 2401.

HOSP 2502 Hospitality Cost Management (4 Credits)
The use of industry statistics and a uniform system of accounts for hotels and restaurants to determine an operation's position in the marketplace. Prerequisites: HOSP 2360, HOSP 2401 and ACTG 2300.

HOSP 2504 Hospitality Technology and Analytics (4 Credits)
Hospitality Technology and Analytics serve as an introduction to hospitality technologies and technology-enabled data analytics. This course surveys diverse aspects of consumer-facing hospitality technologies (social media, mobile, distribution channel, sharing economy, etc.) and in-house systems of hospitality operation (event-planning system, property management system, and point-of-sale system, etc.) In addition, this course provides an introduction to the field of business intelligence and data analytics, which has been defined as the extensive use of data, statistical and quantitative analysis, and fact-based management to drive decisions and actions in the hospitality industry. Specifically, the course looks at the managerial aspects associated with the application of hospitality technologies and technology-enabled data analytics to achieve strategic business goals. Prerequisites: HOSP 2360, HOSP 2401.

HOSP 2506 Hospitality Sales & Marketing (4 Credits)
This course addresses all that is involved in hotel and resort sales, including lodging/room group sales and catering sales. Also addressed are negotiation, the production of catered events, trade shows, and meetings, from the perspective of planners, venue salespeople, and event managers. Students learn how to market and sell a venue; produce and respond to requests for proposals; work directly with clients during the booking process and event execution; address risk management and contractual issues; and perform other sales and planning functions. Prerequisites: HOSP 2360, HOSP 2401 and MKTG 2800.

HOSP 2601 Environmental Sustainability in Hospitality (2 Credits)
This course aims to provide students with knowledge of environmental challenges facing the hospitality industry. In addition, students learn best practices in hospitality and the emergence of new environmentally friendly technologies available for hospitality businesses. This course includes hotel operations with reference to energy efficiency, waste management, water conservation, and eco-design and architecture of current hotels or future hotel developments. Another objective of this course is to provide students with an understanding of sustainable food and beverage operations and certification in relation to sustainability in hospitality. The course discusses issues surrounding ethical, organic, local, seasonal, and another type of food often associated with sustainability. Prerequisite: HOSP 2360 and HOSP 2401.

HOSP 2602 Hospitality Social Sustainability (2 Credits)
In addition to environmental sustainability, hotels need to manage their social impact on their internal stakeholders (employees), an issue of increasing importance to their external stakeholders (customers and the community). Issues regarding a living wage, stressors of the working poor in low skill hospitality jobs, the impact of outsourcing hotel functions on the sustainability of employees' lives, and efforts of unions to organize hotels to fight for better working conditions, wages, and benefits will all be addressed in this course. The focus is on examining how the characteristics of, compensation associated with, and recruitment and retention practices for, low skill, low wage hospitality jobs impact the sustainability of employees' lives as well as the short-term and long-term profitability of the hotels. Prerequisite: HOSP 2360 and HOSP 2401.

HOSP 3000 Wines of the World (4 Credits)
A survey course of the wines of the world, including old and new world wines; still, sparkling, dessert and fortified wines; viticulture and viniculture. Prerequisite: must be at least 21 years of age. Non-HPM majors only.

HOSP 3120 Distinguished Lecture Series (1 Credit)
This course is the springboard for seniors to transition from a student mindset to that of a professional. It enables personal exploration, values clarification, and the narrowing in on an initial career focus. Hearing from and networking with senior executives from various segments of the hospitality industry who provide students with their insights about competition and challenges within the industry motivate the introspection described above.

HOSP 3301 Beverage Management (4 Credits)
Organization and management of the beverage operation of resorts, restaurants, hotels, clubs and other licensed premises. Emphasis on product knowledge, responsible beverage service, facility design and operational practices. Prerequisites: senior standing in the HPM major.

HOSP 3302 Advanced Beverage Management I: Wine, Spirits & Beer (4 Credits)
This course provides a deep dive into the production of wine, spirits and beer. Students enrolled in this course will sit for the Wine and Spirit Education Trust (WSET) Level 2 Spirit Certification, WSET Level 2 Wine Certification and Cicerone Certification exams. Enrollment is by invitation of the instructor(s).

HOSP 3303 Advanced Beverage Management II: Wine (2 Credits)
The final course in the beverage management sequence, this course is designed to enable you to refine your palate, significantly expand the portfolio of wines you have tasted and take a deep dive into grape varietals, growing regions, production styles, viticulture and viniculture. It rounds out and deepens your preparation to work directly in the beverage space or apply this knowledge in a broader food and beverage role.

HOSP 3360 Rest/F&B Concept Devel (4 Credits)
In previous food and beverage courses you obtained the knowledge and skills to perform the basic management functions required for a successful career in F&B operations, put these skills into practice and opened two "restaurants for a night." In this course you will acquire the skills required to develop and brand a new restaurant. Prerequisites: Senior standing in the HPM major, HOSP 2361 and HOSP 3301 and restricted to students pursing the Restaurant/Food & Beverage Management Concentration.

HOSP 3400 Advanced Revenue Management (4 Credits)
This course provides students with the advanced knowledge, skills, and abilities to make sound business decisions and implement revenue management strategies and solutions to influence consumer behavior and maximize revenue and profits for hotels. Students will acquire the analytical skills to apply revenue management concepts and methods in demand forecasting, pricing, and revenue optimization techniques in hotels. Prerequisites: HOSP 2402, ACTG 2300.

HOSP 3402 Hospitality Investments (4 Credits)
This course exposes students in the lodging real estate concentration to hotel investing and the types of hotel ownership and hotel investment strategies that exist today. Students acquire knowledge in critical lodging investment topics including hotel investment metrics/returns, underwriting a hotel, capital markets (debt/equity), negotiating a hotel management agreement, hotel brands v independent hotels, franchise license agreements, construction and development challenges, asset management, hybrid lodging, and more. Pre-requisite: HOSP 2502.

HOSP 3501 Robotics, AI & Service Automation (2 Credits)
With demographic and immigration changes, the pool of available workers to fill hospitality jobs is shrinking. Hospitality organizations are faced with critical decisions regarding how to create an experience for their guests, being the most efficient yet effective with their scarce supply of human capital. Hence, deciding to replace labor with technology to fulfill certain tasks has ramifications on the guest experience. This course will examine societal trends leading to an uncertain labor supply; criteria for making labor-replacement technology decisions; and impacts of the human-technology interface on the hospitality guest experience. Prerequisite: HOSP 2501.

HOSP 3506 Special Event Management (4 Credits)
This course addresses all that is involved in the sales and production of catered events, trade shows, and meetings, from the perspectives of planners, venue salespeople, and event managers. Students will learn how to market and sell a venue; produce and respond to requests for proposals; work directly with clients during the booking process and event execution; address risk management and contractual issues; and perform other event and meeting sales and planning functions. Prerequisite: HOSP 2506.

HOSP 3600 Lodging Valuation Principles (4 Credits)
This course introduces students to the basic fundamental analysis of methods and techniques of real estate investment, finance, and valuation as they apply to the lodging industry. The course covers time value of money, basic discounted cash flow techniques, financing instruments, appraisal methods, and valuation techniques for income producing lodging properties. Students utilize computer software and spreadsheets for solving real estate problems. Practical applications provide students with the analytical tools and techniques to make effective real estate investment and financing decisions. Prerequisites: HOSP 2502.

HOSP 3601 Hotel Development & Feasibility (4 Credits)
This advanced capstone experiential learning course integrates lodging real estate financial analysis and valuation techniques to emphasize the fundamental concepts and techniques involved in the hotel development process and the various steps involved in performing a market feasibility study of a proposed hotel. Students will propose, establish and refine a concept from inception to completion, perform a market and site analysis, plan the development and construction, estimate the cost, and determine the financial viability of a full-service or limited-service hotel. Additional discussion topics include the regulatory process, financing, and risk management. Guest speakers, site visits, cases, text, practical examples and extensive use of spreadsheet software will provide students with specialized real-world knowledge and enhance their understanding of the complexities and challenges faced in lodging real estate development projects. Prerequisite: HOSP 3600.

HOSP 3602 Facility Layout and Design (4 Credits)
The course is focused on students who are going to become hospitality managers and will inevitably be involved with the design and planning of facilities. They will develop confidence in understanding the design process, reading and understanding plans, how to effectively critique designers to obtain the best results, what it takes to create functional spaces, and the importance of economic balance in creating designs that promise the best potential for financial success. Students will emerge with a heightened vision that will allow them to assess every hospitality experience that they encounter. They will plan a restaurant and a hotel to develop planning skills and to demonstrate creativity.

HOSP 3650 Leadership in Hospitality (3 Credits)
This course provides students with the knowledge, skills, and attitudes necessary to undertake leadership responsibilities in complex organizations. This course applies concepts and methodologies from the social and behavioral sciences in the analysis of leadership behavior in diverse organizational and community settings. Must have senior standing in the HPM major.

HOSP 3700 Topics in Hospitality Management (1-4 Credits)
Exploration of various topics and issues related to the hospitality industry. Prerequisite: HOSP 1100.

HOSP 3800 Hospitality Experience Management (4 Credits)
The evaluation, design, and management of service delivery systems through operations management topics from a service perspective. Included are other related topics such as customer satisfaction and managing organizational change. Must have senior standing in the HPM major.

HOSP 3991 Independent Study (0-10 Credits)
Independent research/study; requires written report. Prerequisite: instructor's permission.