

SPORT AND HOSPITALITY BUSINESS (SHB)

SHB 1100. Introduction to Sport & Entertainment Business. (3 Credits)

This course exposes students to the expanding roles of sport and entertainment in society. Strong emphasis is placed on framing sport and entertainment management as a leading business sector in today's marketplace; thus the content includes a broad-based examination of the foundations of theory, techniques, culture and practices of management, and as applied to all segments of sport and entertainment business within the local, regional, national and international communities.

SHB 1200. Introduction to Hospitality & Event Business. (3 Credits)

This course examines the principles of the entertainment and hospitality industries. This course focuses on the applications of industry knowledge and exposes students to the fundamentals and best practices of hospitality, event and entertainment management.

SHB 1400. Exposition & Special Event Management. (3 Credits)

This course challenges students to understand the breadth and depth of industry standards relative to planning, implementing, evaluating and managing trade shows, exhibitions, conventions, conferences, or other hallmark-caliber events. Students will test and analyze hypothetical events and review case studies in order to prepare in-depth analysis of the proposed events, and offer detailed support or critique based on their review.

SHB 2000. Contemporary Leadership Behavior. (3 Credits)

In this course students will examine the concepts of "effective leadership" through evaluation of the roles and responsibilities of leaders as communicators and agents of change. This course will focus on various issues such as moral and ethical dimensions of leadership, interrelationships among individuals and organizations, problem finding and problem solving, and participatory decision-making. Additionally, this course will have a strong focus on self-awareness and relatable conceptual frameworks for individual and personal constructs.

SHB 2020. Professional Development - Intro to Field Experience. (1 Credit)

This course will provide the student with an introduction to field experience. This field experience provides the student with a structured, supervised experience with an athletic, hospitality and event business department within Concordia University. Instructor approval is required before starting the internship.

SHB 2100. Facility Design & Management. (3 Credits)

This course examines the concepts of design and management of sports and recreation facilities. This course will focus on various issues such as site selection, layout, plan and design, maintenance, staffing, fiscal management, and risk management.

SHB 2150. Intro to Culinary Management. (3 Credits)

This course will build knowledge and experience in culinary production and management in a foodservice operation. Basic principles of foodservice management and its application to volume food production, menu development, food safety, procurement, kitchen equipment, customer service, and marketing will be covered during the semester. Basic cooking assignments will allow for hands-on experience in food preparation. The final project will consist of analyzing a menu for a foodservice operation; this will provide experience in various aspects of foodservice management.

SHB 2200. Concessions, Catering, & Vendor Strategies. (3 Credits)

This course introduces students to the food, beverage, merchandise, and vendor relations side of hospitality and event management. This course provides the student with a diverse foundation of current industry knowledge through a variety of simulated professional environments allowing students to explore conventions, private event space(s), athletic facilities and more.

SHB 2300. Ceremonial Management. (3 Credits)

This course offers an introduction to the planning and management of weddings. The social, political, economic, cultural, religious and historical influences on wedding planning decision-making and business strategies will be explored. Practices relevant to successful wedding planning and consultancy for diverse clients and settings will be reviewed.

SHB 2350. Intro to Beer, Wine, and Spirits Management. (3 Credits)

This course serves as an introduction to beers, wines and spirits. Topics covered include the production and styles of alcoholic beverages. Legal responsibilities of alcohol service. Introduction to responsible beverage service and management. Focuses on the development of a business plan for a beverage business.

SHB 2400. Administration & Organization of Sport & Entertainment. (3 Credits)

This course introduces the student to administrative and organizational policies, procedures, budget principles, public relations, legal considerations, event management, safety consideration and other issues at all levels of sport.

SHB 2500. Legal & Ethical Issues of Sport. (3 Credits)

This course creates awareness and understanding of the legal issues prevalent in the sport business industry today from a legal and ethical perspective. Students examine and integrate possible solutions from both a personal and professional perspective of morals and values. The course will examine policies and procedures from the United States legal system and the application of pertinent laws and concepts for the basis of sound and ethical decision making.

SHB 3000. SHB Internship. (1-6 Credits)

This course will provide the student with an intensive, supervised sport and entertainment business OR hospitality and event business experience with a professional, corporate, intercollegiate, interscholastic, not-for-profit, or other related organizations. Prerequisite: Junior standing or higher in major.

SHB 3100. Integrated PR & Social Media. (3 Credits)

This course provides a practical and conceptual foundation for students interested in sport, entertainment, hospitality, and event management. Students will explore the formalized working relationships between the mass media and professional organizations. The course focuses on the interactions among the people and organizations involved in the flow of information to the public, including the connection between the informational and commercial sides of communication and information management. Students will understand the professional and industry standards of using social media as an effective business tool for public relations, community relations, media relations and marketing efforts. Students will be challenged to develop effective content for various public relations and social media platforms; and will understand the importance of analytics, engagement of end markets and measurability of public relations and social media efforts.

SHB 3120. Hotel Administration. (3 Credits)

This course serves as an advanced exploration of hotel and lodging administration. Topics covered include contemporary management issues related to conference management, hotel security, hotel administration, and strategic planning.

SHB 3200. Sport Economics & Finance. (3 Credits)

This course provides an in-depth examination of the economic impact that interscholastic, intercollegiate, and professional sports make in society. It is a comprehensive investigation of fiscal policy and practice with focus on inputs and values from the sports and recreation industries and their impact on local and national economies.

SHB 3220. Front Office Management. (3 Credits)

This course focuses on principles and concepts of effective front office management in the lodging industry. It also discusses current practices and issues in the lodging industry. Topics covered included reservation-related activities, handling guest transactions, guest services, housekeeping, security, and technologies in the lodging industry.

SHB 3300. Financial Aspects of Hospitality. (3 Credits)

This course provides an in-depth analysis of the financial aspects of the hospitality and event management industries. Integrated with industry-specific content, it emphasizes the importance of financial responsibility related to successful planning, implementation and management hospitality and event management. Topics include understanding budgets, profit margins, return on investment, budget design, cost of goods sold, inventory costs and purveyor relations.

SHB 3400. Marketing of Sport & Entertainment. (3 Credits)

This course provides a study of fundamental marketing concepts related to the sport and entertainment industry, sport as a unique product, sport consumer markets, marketing planning process, marketing mix, and determining the target market.

SHB 4000. Sales, Sponsorship, and Fundraising Strategies. (3 Credits)

This course is designed to give students an inside look into the world of sponsorship, its advantages and why it's used. At the same time, they will gain insight into the use of sales development and techniques. They will also learn about the importance of fundraising and how all three areas feed into one other in the worlds of sport hospitality.

SHB 4050. Culinary Management Operations. (3 Credits)

This course provides students an opportunity to exercise their ability and creativity to manage food-related events. Includes practical experience in the operational administration of food service event management. This course will provide opportunities for students to gain experience handling problems and situations routinely faced by food and beverage managers. Prerequisites: (SHB 215 or 2150).

SHB 4100. Event & Production Management. (3 Credits)

This course is designed to acquire an in-depth knowledge about the specialized field of event management; emphasis will be placed on the following broad based sectors including but not limited to sport, entertainment, and hospitality industries. Students will be provided with a complete understanding of management techniques and strategies required for successful planning, promotion, implementation, and evaluations. Students will study objectives, strategies, and tactics of event management; identify costs for events and potential revenue streams; select host cities and venues; understand the event planning process; and understand the accommodation and management of guests at events. Emphasis will be placed on the production and management of an actual event.

SHB 4500. SHB Senior Capstone. (3 Credits)

This course is designed to look at the total environment of sport and entertainment business as viewed by top managers in the field. Concepts developed in other business and sport and entertainment business courses will be implemented in research of topics. Actual sport and entertainment business issues currently being addressed at an organization or institution will be studied. Prerequisite: Senior standing in major.