

BUSINESS GENERAL COURSES (BUSG)

BUSG 3200 Introduction to Financial Analysis (3)

This course covers fundamental concepts of financial accounting, managerial accounting, and corporate finance including valuation techniques. The course is only offered to non-BSM majors pursuing business minors or certificates that are made available to students majoring in areas outside the business school.

BUSG 4050 Entrepreneurial Hospitality (3)

Entrepreneurial Hospitality exists at the intersection of the analytical and the creative. This course combines the two by challenging students to identify a market deficiency within the service industry and create a new hypothetical business to fulfill or enhance the guest experience. Students will combine traditional business strategy, along with the methods and mindsets of design thinking, to prototype three parts of a service business – value proposition and offer, revenue model, and sales channel. This course is not for the passive student. Lectures are purposefully kept short, giving students ample time for in-class activities including, primary and secondary market research, trend identification, brainstorming sessions, business model construction, prototyping, customer journey mapping, brand identity creation, forecasting sales, and crafting a final pitch deck. Entrepreneurial Hospitality encourages students to get out of the classroom and co-create the curriculum under the guidance of their instructor, a resident in-class mentor, and a host of industry professionals to take a deep dive into those areas of the service industry which interest them most. Previously MGMT 4050. Students cannot receive credit for both MGMT 4050 and BUSG 4050.

Prerequisite(s): MGMT 3010.

BUSG 4180 The Business of Sports (3)

While the business of sports continues to be defined by dramatic change, the industry's financial returns have always been a function of how franchises can create, leverage, and "activate" a diverse set of revenue streams. This class emphasizes the key concepts and issues faced within the various and interrelated disciplines of the global sports industry. The course begins with a comprehensive survey of the industry, exploring the historical context and contemporary trends that are currently driving team valuations. Traditional topics, such as ticket pricing and player valuation, are covered, as are the tax implications of player depreciation. Additional topics include ownership arrangements, real estate development, entertainment, and media channels. With a focus on practical application, this course is also designed to expose students to potential careers in the sport industry and prepare them for advancement in the Sports Management Certificate program.

BUSG 4310 Cases in Hospitality (3)

The hospitality sector has rapidly evolved in recent years, opening new space for discussions about the future of the industry. This "high touch" course combines case study pedagogical methodology with experiential learning to take students out of the classroom and into lobbies, kitchens, and C-suites of the hospitality profession. Cases in Hospitality offers students the unique opportunity to engage in real-time conversations with peers and experts from the Tulane community and beyond. Students will support their coursework by applying their knowledge and experiences to various areas of the industry, examining the innovations and accommodations which occurred throughout periods of disruption and strategizing future directions. By participating in relevant and engaging discussions, students will discover a variety of perspectives and build connections with their fellow participants from across the industry. Throughout the duration of the course, student teams will engage in a real-time consulting project with an industry participant. With an underlying mandate for value creation, students will gain inside access to what companies are facing on the ground, providing invaluable experience for future industry leaders. Previously MGMT 4310. Students cannot receive credit for both MGMT 4310 and BUSG 4310.

Prerequisite(s): MGMT 3010.

BUSG 4500 Real Estate Private Equity (3)

The course in Real Estate Private Equity offers students a comprehensive understanding of the strategies and practices involved in real estate investment through the private equity lens. Students will delve into the intricacies of real estate private equity, including deal structuring, fundraising, asset management, and exit strategies. Through theoretical learning, case studies, and interactive discussions, students will gain insights into the unique aspects of private equity in the real estate industry and develop the skills necessary to excel in this dynamic field. The course is capped off with an experiential learning project in which students have a hands-on experience in the operation of a hypothetical private real estate investment fund.

Prerequisite(s): FINE 4010.

BUSG 4600 Cases in Sports Management (3)

In this case-based, highly experiential course. Students simultaneously learn best practices from the world's leading sports organizations while participating in a real-time client consulting engagement. The global sports industry is diverse, multidisciplinary, and expanding rapidly. Cases in Sports Management covers a range of professional sports scenarios. From strategy planning for a community hockey club to tracking the history of the National Football League's evolving business model, this course covers all major business disciplines and touches nearly every type of sport in a diverse set of geographical locations. As students gain knowledge through class discussion and rigorous case analysis, they will concurrently form groups to tackle real-world business problems with an actual client in the sports industry. Topics covered include: product innovation; price "bundling"; crisis management; growth strategy; business model development; data analytics and implementation; and much more. Lectures are purposely kept to a minimum in this highly interactive class to make room for extensive in-class discussion, activities, and a variety of guest lectures.