

303. Service Industry Accounting
(203A., 203.) Fall, Spring. 4(4-0)
AFA 202, 391.

Principles of accounting applied to service industries. Financial statement analysis and cash flow concepts. Managerial accounting emphasized.

305. Lodging Management I

Fall, Winter. Summer of even-numbered years. 4(4-0) MGT 302.

Ethics and policies. Organization and manpower planning and development. Employee compensation and benefits as they apply to hospitality organization.

306. Lodging Management II

Winter, Spring. Summer of even-numbered years. 4(4-0) 305.

Continuation of 305. Supervision and activation of employees with emphasis on human relations, collective bargaining—negotiations and operating under the contract.

337. Management Systems for the Hospitality Industry

Winter, Spring. Summer of even-numbered years. 4(4-0) MGT 302 and Juniors.

Evaluation and appraisal of management systems currently in use and the development of new management systems for the hospitality industry.

350. Work Analysis and Design

Fall, Winter. Summer of odd-numbered years. 4(4-0)

Work methods and layout. Includes flow analysis, time and motion study, work simplification, data processing and setting of standards.

375. Marketing of Hospitality Service

Fall, Spring, Summer. 4(4-0)

Applications of marketing concepts and techniques to businesses in the hospitality sector. Uses and limitations of various promotional forces such as advertising, field selling, merchandising, sales promotion, and in-house selling.

405. Food and Beverage Management

(447.) Winter, Spring. Summer of odd-numbered years. 4(4-0) 303, 306.

Duties and responsibilities of the manager in restaurant and catering operations. Management methods in goal setting, forecasting, controlling quality and costs; establishing policies to create favorable acceptance and profitable operation.

435. Food Production Systems

Fall, Winter, Spring. Summer of even-numbered years. 6(4-6) 405, 473.

Recognition and achievement of quality in development of systematic relationships between menu items, time, labor, equipment and costs in quantity food production. Quality procurement policies for food, beverages and related items. Field trips required.

448. Passenger Transportation Systems

Winter. 4(4-0) Interdepartmental with and administered by the Marketing and Transportation Administration Department.

Composition and objectives of principal passenger travel markets: Analysis of carrier service, pricing and promotional practices and problems, competitive and cooperative relations. Review of major proposals for change and expansion of service systems.

455A. Food Evaluation

Spring. 4(4-0) Approval of school.

History of foods and related physiological and psychological theories and their application to quality consideration.

455B. Beverage Evaluation

Fall. 4(4-0) Approval of school.

History of beverages and related physiological and psychological theories and their application to quality considerations.

462. Tourism Management

Winter. 4(4-0)

Tourism organizations, functions, and policy determination, tour wholesaling and retail travel agency management. Field trip required.

466. Tourism Planning and Development

Fall, Spring. 4(4-0) 261 or 375 or

448.

Tourism resource characteristics, location, and market demand considerations. Analysis of development potential, planning processes and procedures, capital and personnel requirements, and tourism destination developments.

472. Design and Layout

Winter, Spring. 4(4-0)

Conceptualization, design, layout and specification of service industry facilities.

473. Operations Research in the Service Industries

Fall, Spring. Summer of odd-numbered years. 4(4-0) 305; MTA 316.

Application of marketing and operational research techniques to service industry management problems, emphasizing quantitative and analytical decision models designed for specific operations in this field.

490. Operational Analysis in the Hospitality Industry

Fall, Spring. 4(4-0) 306; Seniors.

Advanced management concepts, leading to an understanding of decision theory as applied to directed investigation into specific hospitality operations.

499. Independent Study

Fall, Winter, Spring, Summer. 1(1-0) to 15(1-0) May re-enroll for a maximum of 15 credits. Approval of school.

Research in any phase of food, lodging, hospitality, tourism or health facilities operations.

811. Policy Formulation and Organization

Spring. 4(4-0) 875, 888; MGT 806.

Development of goals, objectives and consistent business policies for the creation of dynamic and effective organizations for all phases of service industries.

861. Economic Implications of Tourism

Fall. 4(4-0) EC 860 or concurrently.

Economic, historical, philosophical, psychological, governmental and educational aspects and satisfactions of travel. The promotion of tourism; the business of travel and its relationships to the hospitality industry.

875. Innovation in Hospitality Marketing

Spring. 4(4-0) MTA 805 or concurrently.

Changing environment of the hospitality industry is examined and new developments in marketing are analyzed for potential innovative application in the hospitality sector.

888. Financial Management for the Service Industries

Winter. 4(4-0) AFA 840.

Covers leasing, franchising, tax considerations, planning to meet financial needs from internal sources or from capital markets, management of current and capital assets, including inventories and operational equipment.

890. Special Problems

Fall, Winter, Spring, Summer. 1 to 15 credits. Approval of school.

Opportunity for the outstanding student to engage in depth analysis of a service industry area of his choice that will result in a positive contribution to the field.

896. Problems of the Service Industries

Winter. 4(4-0) 888 or concurrently.

Formulation of plans based on analysis of situations and trends applying general business principles. Discussion of actual cases with leaders in service industries.

898. Facilities Programming

Fall. 4(4-0)

Application of principles and concepts drawn from many related disciplines to planning and operation of housing and food production systems, utilizing optimum physical and human resources.

HUMAN DEVELOPMENT H D

College of Human Medicine

520. Genetics Clinic

Fall, Winter, Spring, Summer. 1 to 3 credits. May re-enroll for a maximum of 9 credits.

Students will interview and examine patients with inheritable disorders, perform related laboratory diagnostic procedures, and participate in genetic counseling conferences and discussions.

590. Special Problems in Human Development

Fall, Winter, Spring, Summer. 1 to 6 credits. May re-enroll for a maximum of 12 credits. Human Medicine students.

Each student will work under direction of a staff member on an experimental, theoretical or applied problem.

608. Pediatric Specialty Clerkship

Fall, Winter, Spring, Summer. 1 to 17 credits. May re-enroll for a maximum of 43 credits. H M 503; primary clerkship.

Clinical experience with pediatric patients under the direction of members of the faculty of the Department of Human Development and community pediatricians. Fall, Saginaw. Winter, Lansing. Spring, Grand Rapids. Summer, Flint.

609. Human Development and Pediatric Sub-Specialties

Fall, Winter, Spring, Summer. 1 to 17 credits. May re-enroll for a maximum of 34 credits. H M 602.

Elected experiences in selected clinical and basic sciences related to pediatrics and human development.