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

305. Lodging Management I
Fall, Winter. Summer of even-numbered years. MGT 302.
Ethics and policies. Organization and manpower planning and development. Employee compensation and benefits as they apply to hospitality organizations.

306. Lodging Management II
Winter, Spring. Summer of even-numbered years. MGT 302.
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 and Travel Services
Fall, Spring, Summer. 4(4-0)
Applications of marketing concepts, methods and techniques in the hospitality and travel 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 even-numbered years. 4(4-0) 302, 306.
Duties and responsibilities of the manager in the restaurant and catering operations. Management methods in goal setting, forecasting, controlling quality and costs, establishing policies to create favorable acceptance and profitable operation.

415. Food Production Systems
Fall, Winter, Spring. Summer of even-numbered years. 4(4-0) 405, 472.
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) MTA 300 or HRU
375. Interdepartmental with and administered by the Department of Marketing and Transportation Administration.
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.

453A. 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 determinations, tour wholesaling and retail travel agency management. Field trip required.

486. Tourism Planning and Development
Fall, Spring. 4(4-0) 281 or 375 or 448.
Tourism resource characteristics, location, and market demand conditions. 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) 302, 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 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.

511. Policy Formulation and Organization
Spring. 4(4-0) 875, 885; MGT 806.
Development of goals, objectives and consistent business policies for the creation of dynamic and effective organizations for all phases of service industries.

561. Economic Implications of Tourism
Fall. 4(4-0) EC 660 or concurrently.
Economic, historical, philosophical, psychological, governmental and educational aspects and satisfactions of travel. The promotion of tourism; the business of travel and its relationship 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.