

## Descriptions – Hotel, Restaurant and Institutional Management

### of

### Courses

- 473. Operations Research in the Service Industries**  
*Fall, Spring, Summer of odd-numbered years. 4(4-0) HRI 337, MTA 317.*

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.

- 475. Promotion of Hospitality Services**  
*Fall, Winter, Spring, Summer of odd-numbered years. 4(4-0) HRI 375.*

Advertising, personal selling, sales promotion, merchandising, public relations, and publicity to compete effectively for individual and group sales in the hospitality industry.

- 490. Operational Analysis in the Hospitality Industry**  
*Fall, Spring. 4(4-0) HRI 405, 800 hours work experience requirement. HRI majors only.*

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 to 4 credits. May reenroll for a maximum of 8 credits. Majors and 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) HRI 875, HRI 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) HRI 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 ECOLOGY HEC (COLLEGE OF)

- 201. Family in Its Near Environment**  
*(F E 110) Fall, Winter, Spring, Summer of odd-numbered years. 3(3-0) Sophomores.*

Foundations of human ecology are explored using conceptual frameworks of family as ecosystem and human development. Interrelationships of ecosystems which focus on families are examined.

- 301. Management and Decision Making in the Family**  
*(F E 331.) Fall, Winter, Spring, Summer of even-numbered years. 3(3-0) HEC 201, Juniors.*

Presentation of the integrated nature of home management; concerns, values, and goals as reflected in decision making about family resources.

- 401. Human Ecological Approach to Contemporary Issues**  
*(F E 401.) Fall, Winter, Spring, Summer. 3(3-0) HEC 301, Seniors.*

Establishment of interrelationships among the human ecological professions as each profession identifies meaningful but different approaches to issues.

## HUMAN ENVIRONMENT AND DESIGN HED

### College of Human Ecology

- 143. Design for Living I**  
*Fall, Winter, Spring. 3(3-0)*

Perceptual development including analytical judgment through the study of design, a vital part of the matrix of living. Design components and principles as they relate to the function and ideas in the various phases of man's environment and daily life.

- 144. Design for Living II**  
*Fall, Winter, Spring. 3(1-4) HED 143.*

Use of design elements and application of principles in creative problems and media.

- 152. Principles of Clothing Construction**  
*Fall, Winter, Spring. 3(2-2)*

Principles of clothing construction related to fit, fabric and garment assembling.

- 171. Textiles for Consumers**  
*Fall, Winter, Spring. 4(3-0)*

A programmed sequence develops decision-making abilities in the selection of textile alternatives for various uses. Consumer-oriented concepts of durability, comfort, care and aesthetic appearance are used to evaluate products.

- 201. Contemporary Retail Community**  
*Fall, Winter, Spring. 3(3-0) Sophomores.*

The retail community as it responds with a supply of goods and services to the needs of the consumer.

- 203. Selected Non-Textile and Apparel Merchandise**  
*Winter, Spring. 3(3-0) HED 143.*

Selected non-textile and apparel merchandise as it fulfills consumer needs and expectations.

- 210. Environmental Design: Space, Color and Texture**  
*Fall, Winter. 3(3-0) HED 144 or approval of department.*

Space, color and texture as components of human environment, their effect upon and use by man.

- 211. Environmental Design: Space, Color and Texture--Laboratory**  
*Fall, Winter, 2(2-0) HED 210 concurrently.*

Discussion and demonstration of space, color and texture as components of human environment, their effect upon and use by man.

- 213. Synthesis of Environmental Design Elements**  
*Winter, Spring. 2(2-0) HED 210.*

The synthesis of design elements, space, shape, color and texture, and their organization as they are related to man's near environment.

- 214. Synthesis of Environmental Design Elements--Laboratory**  
*Winter, Spring. 2(2-0) HED 213 concurrently.*

Discussion and demonstration of design elements, space, shape, color and texture, and their organization as they are related to man's near environment.

- 220. Interior Space Design**  
*Fall, Winter. 3(0-6) HED 210 or concurrently.*

Basic designing and drawing of interior space in relationship to human needs.

- 221. Interior Color and Texture Design**  
*Winter, Spring. 3(0-6) HED 220 or concurrently.*

The manipulation and development of color and texture as components of environmental space design.

- 222. Basic Interior Design Synthesis**  
*Spring. 3(0-6) HED 221.*

Experimentation and representation of space, color and texture as they relate to environmental interior design.

- 230. History of Interior Design: Ancient to Medieval**  
*Fall. 3(3-0)*

Historical development of furniture, textiles, and the other decorative arts in relation to interior design and architecture from ancient times to medieval.