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 companies and industries in the hospitality industry.

490. Operational Analysis in the Hospitality Industry
Fall, Spring, 4(4-0) HRI 405, 900 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. 1 to 4 credits. May renew for a maximum of 8 credits. Majors and 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) 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.

581. 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.

575. 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 540.
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 and ecosystems
and human development. Interrelationships of ecosystems which focus on families are examined.

301. Management and Decision Making in the Family
(F E 321) 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 judgement 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(4-0) 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(3-4)
A programmed sequence develops decision-making abilities in the selection of textile altern­
natives 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 Merchandising
Winter, Spring, 3(3-0) HED 143.
Selected non-textile and apparel merchandising as it fulfills consumer needs and expectations.

210. Environmental Design: Space, Color and Texture
Fall, Winter, Spring. 3(3-0) HED 210.
Space, color and texture as components of human environment, their effect upon and use
by man.

211. Environmental Design: Space, Color and Textures-Laboratory
Fall, Winter, 3(2-0) HED 210 concurrently.
Discussion and demonstration of space, color and textures as components of environmental
design, their effect upon and use by man.

213. Synthesis of Environmental Design Elements
Winter, Spring. 3(3-0) 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. Syntheses of Environmental Design Elements-Laboratory
Winter, Spring. 3(3-0) 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, Spring. 3(0-6) HED 216 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(3-0) HED 221.
Experimental 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
and architecture from ancient times to medieval.