

- 466. Tourism Planning and Development**
Fall, Spring. 4(4-0) HRI 261.
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) HRI 335.
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) 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
(COLLEGE OF) HEC**

- 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 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(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.