HOSPITALITY BUSINESS

School of Hospitality Business
The Eli Broad College of Business
and The Eli Broad Graduate School of Management

100 Introduction to Hospitality Business
Fall, Spring. 2(2-0) SA: HB 200
Sectors, segments and disciplines of the hospitality and tourism industries, impact of travel and tourism. Hospitality trends. Overview of accounting, marketing, and sales.

105 Service Management Principles
Fall, Spring. 2(2-0) RB: HB 100 R: Open to freshmen or sophomores. Open only to juniors or seniors in the Hospitality Business major. Concept of service organizations. Key issues in delivering and managing services. Service intangibility. Needs, expectations, habituation and customer satisfaction. Prepurchase and postpurchase behaviors.

201 Hospitality Business Professional Development I
Fall, Spring. 1(1-0) RB: (HB 100 or concurrently) and Completion of Level I internship. R: Open to undergraduate students in the Hospitality Business major. Self-assessment of personal and professional interests, values, and skills. Definition of professional goals. Career planning. Offered half of semester.

210 Introduction to the Casino Industry
Fall of odd years. 3(3-0) R: Open only to juniors or seniors in the School of Hospitality Business. Social issues of gaming, casino games of chance, management controls and marketing plans.

237 Management of Lodging Systems
Fall, Spring. 3(3-0) RB: HB 100 or concurrently R: Not open to seniors. Interrelated systems in lodging operations. Front desk, reservations, housekeeping, private branch exchange (PBX) telecommunications, guest services and security. Segmentation of lodging products and associated management challenges.

265 Food Management: Safety and Nutrition
Spring. 3(3-0) RB: HB 100 R: Not open to seniors. Standards of microbiology, sanitation, nutrition, and other quality issues in food management. Chemical, health, and workplace standards. Management of product quality and costs.

267 Management of Food and Beverage Systems
Fall, Spring. 3(3-0) RB: HB 100 or concurrently R: Not open to seniors. Principles of menu planning, designing and pricing. Control of food and beverage products during purchasing, receiving, storing and issuing. Labor control principles. Control of revenue during sale. Food and beverage segment overview.

293 Cooperative Education for Business Students
Fall, Spring. 1(1-0) A student may earn a maximum of 3 credits in all enrollments for this course. Interdepartmental with Account ing and Economics and Finance and Management and Supply Chain Management. Administered by Supply Chain Management. R: Approval of department. SA: MSC 293.

Integration of pre-professional educational employment experiences in industry and government with knowledge and processes taught in the student's academic program. Educational employment assignment approved by the Department of Supply Chain Management.

302 Hospitality Managerial Accounting
Fall, Spring. 3(3-0) P: (ACC 201 and (CSE 101 or concurrently)) and (STT 200 or STT 201 or STT 315) RB: HB 100 or concurrently R: Open to juniors or seniors in the Hospitality Business major.
Principles of managerial accounting applied to hospitality enterprises. Topics include financial statements, forecasting methods, internal control, and ethics.

307 Hospitality Human Resources
Fall, Spring, Summer. 3(3-0) P: HB 105 and HB 201 RB: (HB 100) and Completion of Level I internship. R: Open to juniors or seniors in the Hospitality Business major. Human resource management and interpersonal skills in the hospitality industry. Managing in a culturally diverse workplace.

311 Hospitality Finance
Fall, Spring, Summer. 3(3-0) P: HB 302 R: Open only to Hospitality Business majors. Not open to students with credit in FI 201 or FI 311 or FI 320.
Optimal management of a hospitality firm's assets and financing requirements. Analysis of financial statements, financial markets, risk, valuation, short-term and long-term financing and investment.

320 Casino Operations and Management
Fall of even years. 3(3-0) P: HB 210 R: Open only to students in the Hospitality Business major. Practices and problems associated with casino management. Staffing, security, protection of table games, and control.

321 Club Operations and Management
Spring of odd years. 3(3-0) P: HB 105 RB: HB 100 R: Open to students in the Hospitality Business major. Clubs and operations and management. City, country, yacht, and athletic clubs.

337 Hospitality Information Systems
Fall, Spring. 3(3-0) P: HB 237 and CSE 101 R: Open only to juniors or seniors in the Hospitality Business major. Technology for gathering, analyzing, storing and communicating information within the hospitality industry.

345 Quantity Food Production Systems
Fall, Spring. 3(3-0) P: HB 265 R: Open to juniors or seniors in the School of Hospitality Business or in the Hospitality Business major. Organization of food and beverage operations. Product knowledge, especially purchasing, storing, preparing and production in food service operations. Menu development and recipe management.

348 Hospitality Business Ownership
Fall, Spring. 3(3-0) P: HB 251 R: Open to juniors or seniors in the School of Hospitality Business.

358 Hospitality Business Ownership Spring. 3(3-0) P: HB 237 and HB 265 (HB 307 or concurrently) R: Open to juniors or seniors in the School of Hospitality Business. Not open to students with credit in MKT 300 or MKT 327. Hospitality business ownership qualities and characteristics. Thinking like an owner and resultant actions. Ownership responsibilities across all functional areas of the hospitality entrepreneur business.

370 Hospitality Business v-Commerce
Spring. 3(3-0) P: HB 237 R: Not open to freshmen.
Technology and marketing considerations for automatic merchandising in the hospitality industry.

375 Hospitality Marketing
Fall, Spring. 3(3-0) R: Open to juniors or seniors in the School of Hospitality Business. Marketing of hospitality products and services in an increasingly competitive, global, and culturally diverse market.

376 Hospitality Sales Process
Fall. 3(3-0) P: HB 375 or concurrently R: Open to juniors or seniors in the School of Hospitality Business. Not open to students with credit in MKT 313. Management of the sales process in the hospitality industry.

380 Meeting and Event Planning and Management
Spring. 3(3-0) P: HB 375 or concurrently R: Open only to juniors or seniors in the Hospitality Business major. Planning, developing, budgeting, promoting, delivering, and evaluating meetings or special events in the hospitality industry.

395 Facility Management

397 Food Processing Laboratory
Fall. 3(3-0) P: HB 251 or concurrently R: Open to juniors or seniors in the School of Hospitality Business.
Practical applications of organization in food and beverage operations. Product knowledge, especially purchasing, storing, preparing, and production in food service operations. Menu development and recipe management.

398 Food Distribution Laboratory
Spring. 3(3-0) P: HB 265 or concurrently R: Open to juniors or seniors in the School of Hospitality Business or in the Hospitality Business major. Not open to students with credit in MKT 300 or MKT 327. Practical applications of organization in food and beverage operations. Product knowledge, especially purchasing, storing, preparing, and production in food service operations. Menu development and recipe management.
Hospitality Business—HB

382 Hospitality Business Real Estate Development
Fall of even years. 3(3-0) P: HB 311 R: Open only to juniors or seniors in the Hospitality Business major.
Process of planning and developing a commercial real estate project: conceptualization and planning, feasibility, commitment, design layout and construction, and management and operation.

401 Hospitality Business Professional Development II
Fall, Spring. 1(1-0) P: HB 307 RB: Completion of Level II internship. R: Open only to Hospitality Business majors.
Defining hospitality career goals and designing and implementing a strategic job search and professional development plan. Offered half of semester.

405 Advanced Management of Food and Beverage Systems
Fall. 3(3-0) P: HB 267 and HB 345 R: Open only to juniors or seniors in the Hospitality Business major.
Design of food and beverage control systems, emphasis on product purchasing (policies, suppliers, selection and evaluation, determination of quality and quantity, ethics and use of technology), inventory management and issuing systems, revenue control procedures and equipment.

409 Introduction to Wine
Summer. 3(3-0) R: Not open to freshmen or sophomores. Approval of department; application required.
Introduction to wine with emphasis on sensory assessment. Primary varietals and blends, legal nomenclature, classes of wine, and wine production. Sensory impact of vineyard and winery practices. Potential health implications of wine consumption and socio-cultural and historical facts. Wine and food matching and tools and approaches for wine and food matching. No alcohol is consumed in this course.

411 Hospitality Beverages
Spring. 3(3-0) P: HB 409 R: Open to seniors or graduate students in the Hospitality Business major. Approval of school; application required.
Evaluation and selection of hospitality beverages. Geographical origins of beverages, beverage production, quality assessment, matching beverages with food, health and social considerations.

415 Managing Quality in Hospitality Businesses
Fall. 3(3-0) P: HB 307 and HB 375
Quality management and leadership in hospitality businesses. Quality planning and improvement, assessment, internal and external customer surveys and feedback, costs of quality, strategic quality planning.

447 Hospitality Business Law
Fall, Spring. 3(3-0) P: HB 265 and HB 307 R: Open only to seniors or graduate students in The School of Hospitality Business. SA: GBL 447
Legal aspects of hospitality industry, including structure of the U.S. legal system, contracts, torts, discrimination, property and product liability. Administrative law and government regulation of the industry.

451 Emerging Leadership
Fall. 3(3-0) P: HB 307 R: Open to seniors in the School of Hospitality Business.

458 Advanced Hospitality Business Ownership
Spring. 3(3-0) P: HB 358 R: Open to seniors in the School of Hospitality Business.
Advanced hospitality business entrepreneurship. Thinking like an owner through completion of a project. Starting and operating a small business in the hospitality industry. Legal, financial, marketing, and operational aspects.

460 International Lodging Development and Management
Fall of odd years. 3(3-0) P: HB 237 and HB 311 R: Open only to juniors or seniors in the Hospitality Business major.
Global perspective of the lodging industry. International lodging companies, risks and barriers of developing and managing lodging properties internationally, financing international hotels, strategic alliances between international partners, differences in managing lodging properties in a global environment.

473 Hospitality Industry Research
Fall of even years. 3(3-0) P: HB 337 R: Open only to juniors or seniors in the Hospitality Business major.
Strategies and techniques for obtaining, analyzing, evaluating, and reporting relevant research data.

475 Applied Hospitality Marketing in Food Service
Spring. 3(3-0) P: HB 267 and HB 375 RB: HB 473 R: Open to seniors in the Hospitality Business major.
Application of marketing principles in the food service industry. Identifying, influencing and satisfying demand for food products and services.

476 Applied Hospitality Marketing in Lodging
Fall. 3(3-0) P: HB 237 and HB 375 RB: HB 473 R: Open to seniors in the Hospitality Business major.
Application of marketing principles in the lodging industry. Identifying, influencing and satisfying demand for lodging products and services.

482 Advanced Hospitality Finance
Spring. 3(3-0) P: HB 311 R: Open only to juniors or seniors in the Hospitality Business major. SA: HRI 482
Cash flow determination and management. Strategies for financing hospitality ventures and expansion. Determining financial viability of proposed and existing operations.

485 Hospitality Foodservice Operations
Fall, Spring, Summer. 3(1-4) P: HB 345 and HB 345L R: Open to seniors in the School of Hospitality Business.
Beverage management and dining room service. Guest relations and current management topics. Emphasis on foodservice team projects.

489 Hospitality Business Strategy (W)
Fall, Spring. 3(3-0) P: HB 307 and HB 311 and HB 375 RB: Completion of Level I and Level II internship. R: Open only to seniors in The School of Hospitality Business.
Management problems and issues in the hospitality industry. Focus on decision-making models. Case study analysis, discussion and report writing.

490 Independent Study
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to seniors in The School of Hospitality Business. SA: HRI 490
Supervised research in hospitality management and operations.

491 Current Topics in Hospitality Business
Fall, Spring. 3 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to seniors in The School of Hospitality Business. SA: HRI 491
Emerging topics or issues confronting the industry service industry.

801 Seminar in Hospitality Business
Fall, Spring. 3(0-0)
Issues of critical importance to hospitality business.

802 Hospitality Operations
Hospitality business operational issues.

807 Workforce Management in the Hospitality Industry
Fall. 3(0-0) R: Open only to graduate students in the Eli Broad College of Business. SA: HRI 807
Identifying and solving hospitality workforce problems. Topics include leadership styles, interpersonal and organization communication.

837 Hospitality Computer Information Systems
Spring. 3(0-0) R: Open only to graduate students in College of Business. SA: HRI 837
Overview of computer systems and networks designed for the hospitality industry.

841 Contemporary Trends in Cuisine and Culture
Fall. 3(0-0)
Contemporary trends in cuisine and culture from the perspectives of global impact on food safety, food marketing and distribution, food production and the cross cultural adaptation of cuisines throughout the world.

875 Marketing in the Hospitality Industry
Spring. 3(0-0) RB: Not open to first-year graduate students. R: Open to graduate students in the School of Hospitality Business or in the Foodservice Management major or in the Hospitality Business major or in the Hospitality Business Specialization. SA: HRI 875
Understanding hospitality marketing in a global business environment. Industry responses to changing consumer trends. Applying marketing principles to case studies.
882  Financial Management in the Hospitality Industry  
Spring, 3(3-0) SA: HRI 882  
Interpretation and analysis of financial statements.  
Budget preparation and analysis. Leasing, franchising, and management contracts.

885  Hospitality Business Research  
Fall, 3(3-0)  
Management principles and practices in hospitality businesses.  
Product, sales, service income, and human resource strategies.

889  Hospitality Industry Field Study  
Fall, Spring, Summer. 3 to 6 credits.  
A student may earn a maximum of 6 credits in all enrollments for this course. R: 12 credits  
graduate course work R: Open only to graduate students in the College of Business.  
Research on a current issue, problem or opportunity in a segment of the hospitality industry. Industry relationships and networking. Faculty supervision in a field setting.

890  Independent Study  
Fall, Spring. 1 to 3 credits.  
A student may earn a maximum of 3 credits in all enrollments for this course. R: Open only to graduate students in the College of Business.  
Approval of school. SA: HRI 890  
Faculty-supervised independent study.