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.
Emerging hospitality business leadership challenges, personal qualities and essentials, integrity, diversity, emerging leadership process, leadership in hospitality business organizations.

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. Not open to students with credit in HB 476.
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. Not open to students with credit in HB 475.
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.

483 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 business 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 hospitality service industry.

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

802 Hospitality Operations
Fall, Spring. 3(3-0)
Hospitality business operational issues.

807 Workforce Management in the Hospitality Industry
Fall. 3(3-0) 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(3-0) 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(3-0)
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(3-0) 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. RB: 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.