

**HOSPITALITY
BUSINESS**

HB

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

100 Introduction to Hospitality Business
Fall, Spring. 2(2-0) R: Not open to juniors or seniors. 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 and open to juniors or seniors in the School of Hospitality Business.

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 R: Open to undergraduate students in the School of Hospitality Business.

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)
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 for front desk/guest services, reservations, housekeeping, engineering, sales/conference services, accounting, security as well as food and beverage. Segmentation of lodging products and associated management challenges.

265 Food Management: Safety and Nutrition
Fall, Spring. 3(3-0) RB: HB 100 or concurrently 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 Accounting 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 R: Open to sophomores or juniors or seniors in the School of Hospitality Business. Not open to students with credit in ACC 202 or ACC 230.

Principles of managerial accounting applied to hospitality enterprises. Topics include financial statements, forecasting methods, internal control, and ethics.

307 Hospitality Human Resources
Fall, Spring. 3(3-0) P: HB 201 or concurrently RB: Completion of Level I internship. R: Open to juniors or seniors in the School of Hospitality Business.

Human resource management and interpersonal skills in the hospitality industry. Managing in a culturally diverse workplace.

311 Hospitality Finance
Fall, Spring. 3(3-0) P: HB 302 or ACC 202 or ACC 230 R: Open to juniors or seniors in the School of Hospitality Business. Not open to students with credit in 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 to students in the School of Hospitality Business.

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 School of Hospitality Business. SA: HB 211

Club 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 to juniors or seniors in the School of Hospitality Business.

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.

Organization of food and beverage operations. Product knowledge, especially purchasing, storing, preparing and production in food service operations. Menu development and recipe management.

345L Quantity Food Production Systems Laboratory
Fall, Spring. 1(0-2) P: HB 265 or concurrently or approval of school R: Open to juniors or seniors in the School of Hospitality Business. C: HB 345 concurrently.

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.

347 The Foodservice Distribution Channel
Fall. 3(3-0) P: HB 265 and HB 267 R: Open to juniors or seniors in the School of Hospitality Business.

Business and management of the foodservice distribution channel. Relationships among foodservice manufacturers, brokers, and distributors. Value-added services. Request for proposal (RFP) process. Current issues and future trends.

349 Facilities Maintenance and Systems
Fall, Spring. 3(3-0) P: HB 237

Managing the physical plant of a hospitality business. Key systems, safety, preventive maintenance, energy conservation.

358 Hospitality Business Ownership
Spring. 3(3-0) R: Open to juniors or seniors in the School of Hospitality Business.

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) R: Open to juniors or seniors in the School of Hospitality Business.

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. Not open to students with credit in MKT 300 or MKT 327.

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) or (MKT 300 or concurrently) or (MKT 327 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) or (MKT 300 or concurrently) or (MKT 327 or concurrently) R: Open to juniors or seniors in the School of Hospitality Business.

Planning, developing, budgeting, promoting, delivering, and evaluating meetings or special events in the hospitality industry.

382 Hospitality Business Real Estate Investment Management
Fall. 3(3-0) R: Open to juniors or seniors in the School of Hospitality Business.

Process of planning and developing a commercial real estate project: conceptualization and planning, feasibility, commitment, design layout and construction, and management and operation.

Hospitality Business—HB

- 393 Introduction to International Business**
Fall, Spring, Summer. 3(3-0) Fall: Abroad. Spring: Abroad. Summer: Abroad. Interdepartmental with Accounting and Finance and General Business and Business Law and Management and Marketing and Supply Chain Management. Administered by Marketing. R: Open to students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the School of Hospitality Business.
Introduction to the context of international business delivered on-site in foreign settings. Fundamental concepts and principles of globalization such as multinational corporations, foreign markets and economies, internal and external market transactions, international law, cultural influences, and multinational business strategies.
- 401 Hospitality Business Professional Development II**
Fall, Spring. 1(1-0) P: HB 307 RB: Completion of Level II internship. R: Open to juniors or seniors in the School of Hospitality Business.
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 to juniors or seniors in the School of Hospitality Business.
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**
Fall, Summer. 3(3-0) R: Not open to freshmen or sophomores.
Introduction to wine with emphasis on primary varietals and blends, legal nomenclature, classes of wine, and wine production. 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. Sensory assessment is discussed. No alcohol is consumed in this course.
- 411 Hospitality Beverages**
Spring. 3(3-0) P: HB 409 R: Open to juniors or seniors in the School of Hospitality Business. 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) R: Open to juniors or seniors in the School of Hospitality Business.
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.
- 437 Hospitality Revenue Management**
Spring. 3(3-0) R: Open to juniors or seniors in the School of Hospitality Business.
Exposure to key management and marketing issues relating to the effective implementation of revenue management. The relationships between the revenue management function and other functions or departments in the hospitality organization. The role and job responsibilities of a revenue manager. The identification of distribution channels that hospitality organizations may use to distribute their inventory.
- 447 Hospitality Business Law**
Fall, Spring. 3(3-0) R: Open to juniors or seniors 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) R: Open to juniors or 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 juniors or 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) R: Open to juniors or seniors in the School of Hospitality Business.
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 Business Analytics**
Spring. 3(3-0) R: Open to juniors or seniors in the School of Hospitality Business.
Quantitative and analytical skills used to communicate key business information effectively. Study of how business modeling and data analytics can increase decision making efficacy. Course topics include but are not limited to sensitivity and scenario analysis, financial modeling and forecasting, and applied business statistics methods.
- 482 Advanced Hospitality Finance**
Fall, Spring. 3(3-0) P: HB 311 or FI 311 or FI 320 R: Open to juniors or seniors in the School of Hospitality Business.
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.
- 486 Advanced Hospitality Marketing**
Fall, Spring. 3(3-0) P: HB 375 or MKT 300 or MKT 327 R: Open to seniors in the School of Hospitality Business. SA: HB 475, HB 476
Application of advanced marketing principles in the hospitality industry. Identifying, influencing and servicing demand for hospitality products, services, and experiences.
- 489 Hospitality Business Strategy (W)**
Fall, Spring. 3(3-0) RB: Completion of Level I and Level II internship. R: Open 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 to juniors or seniors in the School of Hospitality Business. Approval of school.
Supervised research in hospitality management and operations.
- 491 Current Topics in Hospitality Business**
Fall, Spring. 1 to 6 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to juniors or seniors in the School of Hospitality Business.
Emerging topics or issues confronting the hospitality service industry.
- 492 Hospitality Business Real Estate Professional Skills Workshop**
Fall, Spring. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to juniors or seniors in the School of Hospitality Business.
Specific knowledge and analytical skills necessary to be successful in an analyst role with a consulting, real estate development, or investment advisory organization. Workshop topics include but are not limited to hospitality real estate investment, market valuation, Excel modeling, business writing, financing hospitality enterprises, asset management, and hotel industry data analytics.
- 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.