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

105 Service Management Principles
Fall, Spring. 2(2-0) RB: HB 100 R: Not open to seniors.

201 Hospitality Business Professional Development
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, skills, and values. Development of professional identity. Career exploration, planning, and development. Building professional relationships through networking and mentorships. Workplace competencies including diversity and multicultural awareness, interpersonal communication, team membership, and leadership.

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 education, experiential 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 R: Open to seniors or juniors in the School of Hospitality Business. Not 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. Benefits, compensation, employee and labor relations, equal opportunity, ethics, interviewing, job analysis and description, labor laws, performance management and appraisal, personnel planning, recruitment, retention, risk management, strategic planning, talent management, testing and selection, training and development.

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 or concurrently R: Open to seniors or juniors 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 seniors or juniors in the School of Hospitality Business. Not open to students with credit in MKT 300 or MKT 327.
Practices and problems associated with casino management. Staffing, security, protection of table games, and control.

321 Club Operations and Management
Spring. 3(3-0) P: HB 105 R: Open to sophomores or juniors or seniors 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. Not open to students with credit in MKT 313.
Technology for gathering, analyzing, storing and communicating information within the hospitality industry.

345L Quantity Food Production Systems Laboratory
Fall, Spring. 1(0-2) P: HB 265 and (HB 345 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.
Marketing of hospitality products and services in an increasingly competitive, global, and culturally diverse market.

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. Not open to seniors.
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 and (HB 345 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.
Marketing of hospitality products and services in an increasingly competitive, global, and culturally diverse market.

358 Hospitality Business Ownership
Spring. 3(3-0) R: Open to juniors or seniors in the School of Hospitality Business. Not open to seniors or juniors 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.

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
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 seniors or juniors in the School of Hospitality Business.
Planning, developing, budgeting, promoting, delivering, and evaluating meetings or special events in the hospitality industry.
Hospitality Business Real Estate Investment Management  
Fall. 3(3-0) R: Open to sophomores or juniors or seniors in the School of Hospitality Business or approval of school. Process of planning and developing a commercial real estate project: conceptualization and planning, feasibility, commitment, design layout and construction, and management and operation.

Introduction to International Business  
Fall, Spring. 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.

Advanced Management of Food and Beverage Systems  
Spring. 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.

Introduction to Wine  
Summer. 3(3-0) R: Open to juniors or seniors or graduate students. 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.

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.

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.

The Business of Golf  
Fall, Spring. 3(3-0) R: Open to juniors or seniors or graduate students. Accounting, branding, expensing, logistics, negotiation, recruiting, risk management, operations, and promotion in golf. Business considerations in the development and location of golf courses.

Hospitality Revenue Management  
Spring. 3(3-0) P: HB 375 or MKT 300 or MKT 327 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.

Hospitality Business Law  
Fall, Spring. 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.

Hospitality Business Analytics  
Fall. 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.

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.

Hospitality Foodservice Operations  
Fall, Spring, Summer. 3(1-4) P: (HB 345) and ((HB 302 or concurrently) or (ACC 202 or concurrently)) 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.

Advanced Hospitality Marketing  
Fall, Spring. 3(3-0) P: HB 375 or MKT 300 or MKT 327 R: Open to juniors or 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.

Hospitality Business Strategy (W)  
Fall, Spring. 3(3-0) P: (HB 307) and completion of Tier I writing requirement RB: Completion of Level I and Level II internships. 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.

Independent Study  
On Demand. 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. Supervised research in hospitality management and operations.

Current Topics in Hospitality Business  
On Demand. 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.

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 students in the Hospitality Business Real Estate Investment Management Minor or approval of school. 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.

Seminar in Hospitality Business  
On Demand. 3(3-0) Issues of critical importance to hospitality business.

Workforce Management in the Hospitality Industry  
Fall of odd years. 3(3-0) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: HRI 507 Identifying and solving hospitality workforce problems. Topics include leadership styles, interpersonal and organization communication.

Hospitality Information Technology  
Fall. 3(3-0) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. Overview of computer systems and networks designed for the hospitality industry.

Contemporary Trends in Cuisine and Culture  
Fall of odd years. 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.
847 Hospitality Business Law
Spring of even years. 3(3-0) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management.
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.

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
Spring. 3(3-0)
Management principles and practices in hospitality businesses. Product, sales, service income, and human resource strategies.

886 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 Hospitality Business Specialization. SA: HB 875
Understanding hospitality marketing in a global business environment. Industry responses to changing consumer trends. Applying marketing principles to case studies.

889 Hospitality Industry Field Study
On Demand. 1 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 to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of school.
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
On Demand. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of school.
Faculty-supervised independent study.