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) R: Open to students in the Hospitality Business Major.

201 Hospitality Professional Development
Fall, Spring. 1(1-0) R: Open to undergraduate students in the Hospitality Business Major.
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.

203 Hospitality Communication
Fall, Spring. 3(3-0) P: WRA 101 R: Open to students in the Hospitality Business Major. Not open to students with credit in COM 100 or COM 225 or MKT 250.
Effective hospitality business communication. Selecting appropriate formats for the audience. Developing and delivering effective presentations. Analyzing, writing and revising hospitality business documents. Spotting, correcting and avoiding common writing pitfalls.

207 Hospitality Management and Leadership
Fall, Spring. 3(3-0) R: Open to students in the Hospitality Business Major. Not open to students with credit in HB 267.
Overview of management and leadership theories and applications specific to the hospitality industry. Discussion of leadership principles, management principles, change management, decision-making, communications, motivational theories, and negotiation skills.

210 Casino Operations and Management
Spring. 3(3-0)
Social issues of gaming, casino games of chance, management controls and marketing plans.

237 Hospitality Lodging Systems
Fall, Spring. 3(3-0) 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 Hospitality Foodservice Systems
Fall, Spring. 3(3-0) R: Not open to seniors.
Food and Beverage systems that enhance food safety and quality management. Standards of microbiology, sanitation, and other quality control issues in foodservice operations. Chemical, health, and workplace safety standards. Introduction of fundamental principles of cost control concepts and techniques at different control points. Food allergen management practices and food safety technology highlighted. Emerging trends that affect different segments of food and beverage operations.

267 Management of Food and Beverage Systems
Fall, Spring. 3(3-0) R: 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.

273 Hospitality Business Analytics
Fall, Spring. 3(3-0) P: CSE 101 or CSE 102 RB: Basic Microsoft Excel Skills R: Open to students in the Hospitality Business Major or in the Hospitality Business Real Estate Investment Management Minor. SA: HB 473 Not open to students with credit in ITM 209.
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.

280 Introduction to Event Management
Spring. 3(3-0) R: Open to students in the Hospitality Business Major.
Key elements of planning a meeting or event. Understanding the process of planning meetings and events, including key industry terminology and protocol. Identifying current trends and developing a knowledge base of the event industry.

282 Hospitality Real Estate
Fall, Spring. 3(3-0) R: Open to students in the Hospitality Business Major or in the Hospitality Business Real Estate Investment Management Minor. SA: HB 473 Process of planning and developing a commercial real estate project: conceptualization and planning, feasibility, commitment, design layout and construction, and management and operation.

291 Hospitality Current Topics and Trends
On Demand. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course.
Emerging topics or issues confronting the hospitality industry.

293 Cooperative Education for Business Students
Fall, Spring. 1(1-0) R: 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 Hospitality Business Major. 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 RB: Completion of Level I internship. R: Open to juniors or seniors in the Hospitality Business Major. Not open to students with credit in MGT 315.
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: ACC 201 or ACC 230 R: Open to juniors or seniors in the Hospitality Business Major or in the Hospitality Business Real Estate Investment Management Minor. 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.

321 Club Operations and Management
Fall. 3(3-0) R: Open to juniors or seniors in the Hospitality Business Major. SA: HB 211 Club operations and management. City, country, yacht, and athletic clubs.

337 Hospitality Information Systems
Fall, Spring. 3(3-0) P: CSE 101 or CSE 102 R: Open to juniors or seniors in the Hospitality Business Major.
Technology for gathering, analyzing, storing and communicating information within the hospitality industry.

345 Hospitality Food Production Systems
Fall, Spring. 3(3-0) P: HB 265 R: Open to sophomores or juniors or seniors 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.
472 Hospitality Financial Modeling  
Fall, Spring. 1(1-0) P: (HB 273 or concurrently) or (ITM 209 or concurrently) and (HB 311 or FI 311 or FI 320) R: Open to juniors or seniors in the Hospitality Business Major or in the Hospitality Real Estate Minor.  
Design and development of computer spreadsheet-based models to analyze real estate investment financial strategies and valuation issues.

474 Hospitality Valuation  
Fall, Spring. 3(3-0) P: (HB 273 or concurrently) or (ITM 209 or concurrently)) and (HB 311 or FI 311 or FI 320) R: Open to juniors or seniors in the Hospitality Business Major or in the Hospitality Real Estate Minor.  
Financial management principles for real estate appraisal and valuation considering perspectives of brokers, consultants, developers, and investors. Theoretical and practical analyses with hospitality industry cases using spreadsheet software and technical writing. Capital markets, capital structures, discounted cash flow, internal rate of return, leverage, and net present value.

480 Advanced Event Management  
Spring. 3(3-0) P: HB 360 R: Open to juniors or seniors in the Hospitality Business Major.  
Execution of a live event. Event management practices necessary in carrying out the event assignment. Measure return on investment and achievement of the goal and objectives for the event. Planning, logistics, and on-site event management.

482 Advanced Hospitality Finance  
Spring. 3(3-0) P: HB 273 or ITM 209 and (HB 311 or FI 311 or FI 320) R: Open to juniors or seniors in the Hospitality Business Major or in the Hospitality Real Estate Minor.  
Financial analysis regarding the financial viability of hospitality companies. Choosing between investment alternatives, financing, and financial restructuring.

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

486 Advanced Hospitality Marketing  
Fall. 3(3-0) P: HB 375 or MKT 300 or MKT 327 R: Open to juniors or seniors in the Hospitality Business Major. 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) P: (HB 307 or MGT 315) and completion of Tier I writing requirement RB: Completion of Level I and Level 2 internships. R: Open to seniors in the Hospitality Business Major.  
Management problems and issues in the hospitality industry. Focus on decision-making models. Case study analysis, discussion and report writing.

490 Hospitality 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 students in the Hospitality Business Major.  
Supervised research in hospitality management and operations.

491 Hospitality Current Topics and Trends  
On Demand. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to students in the Hospitality Business Major.  
Emerging topics or issues confronting the hospitality service industry.

492 Hospitality Business Real Estate Professional Skills Workshop  
Fall, Spring. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: (HB 273 or concurrently) or (ITM 209 or concurrently)) and (HB 311 or FI 311 or FI 320) R: Open to juniors or seniors in the Hospitality Business Real Estate Investment Management Minor.  
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  
On Demand. 3(3-0) Issues of critical importance to hospitality business.

807 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: HB 875  
Identifying and solving hospitality workforce problems. Topics include leadership styles, interpersonal and organization communication.

837 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. SA: HB 875  
Overview of computer systems and networks designed for the hospitality industry.

841 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. SA: HB 875  
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.