

**HOSPITALITY
BUSINESS** **HB**

**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) R: Open only to freshmen or sophomores. Open to juniors or seniors in the Hospitality Business major. SA: HRI 200, 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) P:M: HB 100 RB: Completion of Level I internship. R: Open only to Hospitality Business majors.

Self-assessment of personal and professional interests, values, and skills. Definition of professional goals. Career planning.

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) P:M: HB 100 R: Not open to seniors. SA: HRI 237

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) P:M: HB 100 R: Not open to seniors. SA: HRI 265

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) P:M: HB 100 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 Marketing and Supply Chain Management. Administered by Marketing and Supply Chain Management. R: Approval of department.

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 Marketing and Supply Chain Management.

302 Hospitality Managerial Accounting

Fall, Spring. 3(3-0) P:M: ACC 201 and (CSE 101 or concurrently) and STT 201 and HB 100 R: Open only to juniors or seniors in the Hospitality Business major. SA: HRI 302

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:M: HB 100 and HB 105 and HB 201 RB: Completion of Level I internship. R: Open only 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, Summer. 3(3-0) P:M: 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:M: 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:M: HB 100 and HB 105 R: Open only to students 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:M: 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(1-4) P:M: HB 265 R: Open only to juniors or seniors in the Hospitality Business major. SA: HRI 345

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

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

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

370 Hospitality Business v-Commerce

Spring. 3(3-0) P:M: HB 337 R: Not open to freshmen.

Technology and marketing considerations for automatic merchandising in the hospitality industry.

375 Hospitality Marketing

Fall, Spring. 3(3-0) P:M: HB 337 R: Open only to juniors or seniors in The School of Hospitality Business. Not open to students with credit in MSC 300 or MSC 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:M: (HB 375) R: Open only to juniors or seniors in The School of Hospitality Business. Not open to students with credit in MSC 313.

Management of the sales process in the hospitality industry.

380 Meeting and Event Planning and Management

Spring. 3(3-0) P:M: 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.

382 Hospitality Business Real Estate Development

Fall of even years. 3(3-0) P:M: 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:M: 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.

405 Advanced Management of Food and Beverage Systems

Fall. 3(3-0) P:M: 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.

411 Hospitality Beverages

Spring of odd years. 3(3-0) R: Open only to seniors or graduate students in the Hospitality Business major.

Evaluation and selection of hospitality beverages. Geographical origins of beverages, beverage production, quality assessment, matching beverages with food, health and social considerations.

Hospitality Business—HB

- 415 Managing Quality in Hospitality Businesses**
Fall, 3(3-0) P:M: 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:M: 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.
- 460 International Lodging Development and Management**
Fall of odd years. 3(3-0) P:M: 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:M: 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:M: HB 267 and HB 375 R: Open only 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:M: HB 237 and HB 375 R: Open only 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:M: 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:M: HB 345 R: Open only to seniors in The School of Hospitality Business. SA: HRI 485
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:M: 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 juniors or seniors in The School of Hospitality Business. Approval of School. 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.
- 875 Marketing in the Hospitality Industry**
Spring, 3(3-0) RB: Not open to first-year graduate students. R: Open only to MBA students. SA: HRI 875
A framework for understanding hospitality marketing in a global business environment. Emphasis on industry responses to changing consumer trends, and 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 Seminar in Food and Beverage Systems Management**
Fall, 3(3-0)
Management principles and practices in quality food and beverage operations. Product, sales, 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.