

**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) R: Open to students 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 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 pit Falls.

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) 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.

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) 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 sophomores or 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.

HB—Hospitality Business

- 345L Hospitality Food Production Systems Lab**
Fall, Spring. 1(0-2) P: HB 345 or concurrently R: Open to juniors or seniors in the Hospitality Business Major.
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.
- 346 Hospitality Managed Services**
Fall. 3(3-0) R: Open to juniors or seniors in the Hospitality Business Major.
Onsite and noncommercial foodservice business and management. Current issues and future trends in foodservice. Contract firms and self-operated management companies. Contract development and management.
- 347 Hospitality Supply Chain Process**
Spring. 3(3-0) R: Open to juniors or seniors in the Hospitality Business Major.
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 Hospitality Facilities Management**
Fall. 3(3-0) R: Open to juniors or seniors in the Hospitality Business Major or in the Hospitality Business Real Estate Investment Management Minor.
Managing the physical plant of a hospitality business. Key systems, safety, preventive maintenance, energy conservation.
- 358 Hospitality Entrepreneurship**
Spring. 3(3-0) R: Open to juniors or seniors in the Hospitality Business Major or in the Entrepreneurship and Innovation Minor.
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, Spring. 3(3-0) R: Open to juniors or seniors in the Hospitality Business Major. Not open to students with credit in MKT 313.
Management of the sales process in the hospitality industry.
- 380 Event Planning and Management**
Fall. 3(3-0) R: Open to juniors or seniors in the Hospitality Business Major.
Identify the logistical steps for planning an event. The relationship between the goal and objectives for holding an event. Pre-event planning and project management. Understand the detailed components of creating an event.
- 393 Introduction to International Business**
Fall, Spring, Summer. 1 to 3 credits.
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.
- 405 Hospitality Foodservice Cost Control**
Fall, Spring. 3(3-0) P: (HB 265) and ((HB 302 or concurrently) or (ACC 202 or concurrently) or (ACC 230 or concurrently)) R: Open 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: 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.
- 411 Hospitality Beverages**
Fall, Spring. 3(3-0) RB: Must be 21 years of age R: Open to juniors or seniors in the Hospitality Business Major. Approval of school.
Evaluation and selection of hospitality beverages. Geographical origins of beverages, beverage production, quality assessment, matching beverages with food, health and social considerations.
- 411L Hospitality Beverages Lab**
Fall, Spring. 1(0-2) P: HB 411 or concurrently RB: Must be 21 years of age R: Open to juniors or seniors in the Hospitality Business Major. Approval of school.
Practical application of topics discussed in hospitality beverages. Evaluation and selection of hospitality beverages. Geographical origins and methods of production of beverages. Quality assessment of different varieties and types. Economic implications and financial aspects relating to hospitality operations. Discussion of health implications and pairings with food.
- 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.
- 420 The Business of Golf**
Fall, Spring. 3(3-0) R: Open to juniors or seniors or graduate students.
Accounting, branding, expensing, logistics, negotiations, recruiting, risk management, operations, and promotion in golf. Business considerations in the development and location of golf courses.
- 425 Golf Operations and Management**
Fall, Spring. 3(3-0) P: HB 420 R: Open to juniors or seniors or graduate students.
Golf course operations including human resource management, golf course and facility design, equipment, pro shop operations, golf cart fleet and tee sheet management. Golf tournament and outing planning and operations, common golf course legal issues, sustainable golf course maintenance and how the weather impacts the industry. Current trends and strategies in golf facility marketing and advertising. Importance of hospitality in golf operations as well as strategic food and beverage selection.
- 437 Hospitality Revenue Management**
Fall, Spring. 3(3-0) P: ((HB 273 or concurrently) or (ITM 209 or concurrently)) and (HB 375 or MKT 300 or MKT 327) R: Open to juniors or seniors in the Hospitality Business Major or in the Hospitality Business Real Estate Investment Management Minor.
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 Hospitality Business Major. SA: GBL 447 Not open to students with credit in GBL 323 or GBL 385.
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.
- 470 Hospitality Asset Management**
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.
Market forces effecting consumer and business spending applied to the management of real estate assets. Theoretical analyses, practical analyses, and hospitality industry specific cases requiring the use of spreadsheet software and technical writing skills. Application of operations expertise to capital investment and disposition decisions. Management contracts, franchise agreements, capital budgets, capital markets, capital structures, labor, market cycles, and brand decisions.

- 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 380 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. Approval of school.
 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: HRI 807
 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.
 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.
 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.
- 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.