

SUBCOMMITTEE C – AGENDA

Via Zoom
September 7, 2023
1:30 p.m.

PART I – NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

COLLEGE OF ARTS AND LETTERS

1. Request to change the requirements for the **Bachelor of Arts** degree in **Interdisciplinary Humanities** in the College of Arts and Letters.

- a. Under the heading **Requirements for the Bachelor of Arts Degree in Interdisciplinary Humanities** make the following changes:

- (1) Renumber items 3. a. (2) and (3) to (3) and (4) respectively.

- (2) Add the following item 3. a. (2):

Completion of the following course (1 credit):

AL 240 Interdisciplinary Inquiry for the Humanities

1

- (3) Delete item 3. b.:

At least 6 credits in courses that involve quantitative reasoning skills selected from areas such as the following: mathematics, computer science, economics, statistics and probability, logic, management, business, and research or creative methodology. Both the area and the related courses must be approved by the student's academic advisor. Courses used to fulfill the University Mathematics requirement may not be used to fulfill this requirement.

Effective Spring 2024.

2. Request to change the requirements in the **Master of Arts** degree in **German Studies** in the Department of Linguistics, Languages and Cultures. The University Committee on Graduate Studies (UCGS) will consider this request at its September 18, 2023 meeting.

- a. Under the heading **Admission** in paragraph one, replace items 1. and 2. with the following:

1. Submit a 500-word personal statement that addresses the applicant's goals for pursuing a Master of Arts degree in German Studies at MSU.

2. Submit a portfolio of representative work in German.

Effective Spring 2024.

3. Request to change the requirements in the **Doctor of Philosophy** degree in **German Studies** in the Department of Linguistics, Languages and Cultures. The University Committee on Graduate Studies (UCGS) will consider this request at its September 18, 2023 meeting.

- a. Under the heading **Admission** in paragraph one, replace items 2. and 4. with the following:

2. Submit a 500-word personal statement that addresses the applicant's goals for pursuing a Doctor of Philosophy degree in German Studies at MSU and the applicant's research interests.

4. Submit a writing sample, either a significant paper or a master's project, written in German and illustrative of the applicant's scholarly abilities.

Effective Spring 2024.

4. Request to change the name of the **Disciplinary Teaching Minor in Teaching English to Speakers of Other Languages** in the Department of Linguistics, Languages and Cultures to English as a Second Language. The Teacher Education Council (TEC) will consider this request at its September XX, 2023 meeting.

Effective Spring 2024, no new students are to be admitted to the Disciplinary Teaching Minor in Teaching English to Speakers of Other Languages. Effective Spring 2024, no students are to be readmitted to the Disciplinary Teaching Minor in Teaching English to Speakers of Other Languages. Effective Spring 2024, coding for the Disciplinary Teaching Minor in Teaching English to Speakers of Other Languages will be discontinued and the program will no longer be available in the Department of Linguistics, Languages and Cultures. Effective Summer 2024, students admitted to the minor will be awarded a Disciplinary Teaching Minor in English as a Second Language.

5. Request to change the requirements for the **Disciplinary Teaching Minor in English as a Second Language** in the Department of Linguistics, Languages and Cultures. The Teacher Education Council (TEC) will consider this request at its September XX, 2023 meeting.

a. Under the heading **ENGLISH AS A SECOND LANGUAGE** replace the entire entry with the following:

1. Complete either a. or b., and c. (3 to 7 credits):

a.	LLT	322	English as a Second Language Perspectives in Context	3
b.	LIN	200	Introduction to Language	3
	or			
	LIN	401	Introduction to Linguistics	4
c.	ANP	420	Language and Culture	3
	or			
	LIN	471	Sociolinguistics	3
2. Complete one of the following courses (3 credits):

TE	301	Children's Literacy Development (W)	3
TE	302	Literacy and Adolescent Learners in School and Community Contexts	3
3. Complete one of the following courses (3 credits):

LLT	361	Second and Foreign Language Learning	3
LLT	362	Child Second Language Learning	3
4. Complete all of the following courses (16 credits):

LLT	307	Methods of Second and Foreign Language Teaching	3
LLT	346	Pedagogical English Grammar for English Teachers	3
TE	101	Social Foundations of Justice and Equity in Education	3
TE	341	Teaching and Learning of (Bi)Multilingual Learners	3
TE	342	Teaching Methods for (Bi)multilingual Learners	3
TE	503	Internship in Teaching Diverse Learners in Additional Endorsement Areas	1
5. Proof of proficiency in an additional language equivalent to two semesters of study.

25 to 29

The Teaching English to Speakers of Other Languages minor must be completed in combination with an academic core major. Students should see an academic advisor in the College of Education for more information.

Effective Summer 2024.

ELI BROAD COLLEGE OF BUSINESS

1. Request to change the requirements for the **Bachelor of Arts** degree in **Human Resource Management** in the Department of Management.

a. Under the heading **Requirements for the Bachelor of Arts Degree in Human Resource Management** make the following changes:

- (1) In item 1., delete the following statement:

The completion of Mathematics 103 and 124 [referenced in item 2. below] may also satisfy the University mathematics requirement.

- (2) In item 3. a. (2), add the following statement to the requirement:

No more than 6 credits of courses offered outside the Department of Management may count toward fulfilling this requirement.

- (3) In item 3. a. (2), delete the following course:

MGT	418	Labor Management Relations	3
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Add the following courses:

EC	380	Labor Relations and Labor Market Policy	3
HRLR	313	Employment Relations	3
HRLR	314	Legal Environment of Work	3
HRLR	414	Legal Standards in a Global Workplace	3
HRLR	420	Comparative Human Capital Systems	3

Delete the following note:

Students may elect to complete more than 3 of the courses that are listed in item 3.a.(2) above with the understanding that the grades earned in such courses will be included in the computation of the grade–point average of courses in the Major Field of Concentration.

Effective Spring 2024.

2. Request to change the name of the **Master of Science** degree in **Marketing Research** in the Department of Marketing to **Marketing Research and Analytics**. The University Committee on Graduate Studies (UCGS) will consider this request at its September 18, 2023 meeting.

Effective Spring 2024, no new students are to be admitted to the Master of Science degree in Marketing Research. Effective Spring 2024, no students are to be readmitted to the Master of Science degree in Marketing Research. Effective Spring 2024, coding for the Master of Science degree in Marketing Research will be discontinued and the program will no longer be available in the Department of Marketing. Effective Spring 2024, students admitted to the major will be awarded a Master of Science degree in Marketing Research and Analytics.

3. Request to change the requirements for the **Master of Science** degree in **Marketing Research and Analytics** in the Department of Marketing. The University Committee on Graduate Studies (UCGS) will consider this request at its September 18, 2023 meeting.

a. Under the heading **Admission** replace the entire entry with the following:

To be considered for admission to the Master of Science degree in Marketing Research and Analytics, an applicant must:

1. Submit a completed application for graduate study to the Master of Science Marketing Research and Analytics program.
2. Have a bachelor's degree from a recognized educational institution.

3. Have a minimum of a 3.5 grade-point average or a grade-point average in the 3.0-3.49 range with relevant experience, or submit a competitive Graduate Management Admission Test (GMAT) or GRE score to the Marketing Research and Analytics program.

Admission to the program is competitive and subject to space availability. Meeting the minimum standards above does not guarantee admission. The applicant's overall record is considered including a resume, an academic statement, and bachelor's degree transcripts. An English Language test accepted by MSU Admissions is required for international applications only.

Prior to enrollment in the Master of Science degree in Marketing Research, the student must have:

1. Completed, with a grade of 3.00 (B) or higher, college-level courses in statistics, covering probability theory and distributions, descriptive statistics, sampling, estimation, and hypothesis testing. The admission committee may elect to allow an applicant to take the Marketing Research and Analytics Statistics Refresher course (1 credit) in lieu of this requirement.

- b. Under the heading **Requirements for the Master of Science Degree in Marketing Research and Analytics** replace the entire entry with the following:

The Master of Science degree in Marketing Research and Analytics is available under Plan B (without thesis). A total of 30 credits is required for the degree.

				CREDITS
1.	All of the following courses:			
	MKT	805	Marketing Management	2
	MKT	806	Marketing Research for Decision Making	2
	MKT	816	Marketing Analysis	2
	MKT	819	Predictive Analytics	2
	MKT	831	Communications in Marketing Research	1
	MKT	832	Marketing Research Online Communities	1
	MKT	833	Social Listening and Text Analytics	2
	MKT	834	Consulting in Marketing Research	1
	MKT	835	Storytelling in Marketing Research	1
	MKT	843	International Marketing Research	2
	MKT	856	Consulting Practicum in Marketing	3
	MKT	865	Emerging Topics in Business	1
	MKT	867	Sampling and Research Design	2
	MKT	877	Emerging Research Design and Methods	2
	MKT	880	Consumer Decision Making and Behavior	2
	MKT	881	Qualitative Research	1
	MKT	891	Special Topics in Marketing	1
	MKT	897	Data Analysis, Integration and Visualization	2
2.	Successfully complete a final examination or evaluation.			

Effective Spring 2024.

4. Request to change the name of the **Linked Bachelor of Arts** degree in **Marketing/Master of Science** degree in **Marketing Research** in the Department of Marketing to **Linked Bachelor of Arts in Marketing/Master of Science in Marketing Research and Analytics**. The University Committee on Graduate Studies (UCGS) will consider this request at its September 18, 2023 meeting.

Effective Spring 2024, no new students are to be admitted to the Linked Bachelor of Arts degree in Marketing/Master of Science degree in Marketing Research. Effective Spring 2024, no students are to be readmitted to the Linked Bachelor of Arts degree in Marketing/Master of Science degree in Marketing Research. Effective Spring 2024, coding for the Linked Bachelor of Arts degree in Marketing/Master of Science degree in Marketing Research will be discontinued and the program will no longer be available in the Department of Marketing. Effective Spring 2024, students admitted to the Linked Bachelor of Arts degree in Marketing/Master of Science degree in Marketing Research will be awarded a Linked Bachelor of Arts degree in Marketing/Master of Science degree in Marketing Research.

5. Request to change the requirements for the **Minor in Real Estate** in the School of Hospitality Business. The University Committee on Undergraduate Education (UCUE) will consider this request.

a. Under the heading **Admission**, replace item 2. with the following:

Completion of the following two core courses:

a.	ACC	201	Principles of Financial Accounting	3
	Or			
	ACC	230	Survey of Accounting Concepts	3
b.	EC	201	Introduction to Microeconomics	3

b. Under the heading **Minor in Real Estate** replace the entire entry with the following:

Students must complete all of the following courses (16 or 18 credits):

HB	273	Hospitality Business Analytics	3
	Or		
ITM	209	Business Analytics and Information Systems	3
HB	282	Real Estate Principles	3
FI	311	Financial Management	3
	Or		
FI	320	Introduction to Finance	3
	Or		
HB	311	Hospitality Finance	3
HB	470	Real Estate Asset Management	3
FI	355	Financial Modeling	3
	Or		
HB	472	Real Estate Financial Modeling	1
HB	474	Real Estate Valuation	3

Effective Fall 2024.

6. Request to change the requirements of the **Bachelor of Arts** degree in **Hospitality Business** in The School of Hospitality Business. The University Committee on Undergraduate Education (UCUE) will consider this request.

a. Under the heading **Admission**, in item 2. a., replace CSE 102 with EC 201.

b. Under the heading **Requirements for the Bachelor of Arts Degree Hospitality Business** replace item 2. with the following:

a. Hospitality Business Core (18 credits):

All of the following courses:

ACC	230	Survey of Accounting Concepts	3
EC	201	Introduction to Microeconomics	3
EC	202	Introduction to Macroeconomics	3
MKT	327	Introduction to Marketing	3
MTH	103	College Algebra	3
STT	200	Statistical Methods	3

Students who place into Statistics 200 with a designated score on the Michigan State University mathematics services placement exam and successfully complete Statistics 200 will not be required to complete Mathematics 103.

b. Major Field of Concentration: All of the following courses with a minimum grade-point average of 2.00 (45 credits):

HB	100	Introduction to Hospitality Business	3
HB	203	Hospitality Communication	3
HB	207	Hospitality Management and Leadership	3
HB	237	Hospitality Lodging Systems	3
HB	265	Hospitality Foodservice Systems	3
HB	273	Hospitality Business Analytics	3
HB	302	Hospitality Managerial Accounting	3
HB	307	Hospitality Human Resources	3
HB	311	Hospitality Finance	3
HB	337	Hospitality Information Systems	3

	HB	365	Hospitality Foodservice Systems II	3
	HB	437	Hospitality Revenue Management	3
	HB	447	Hospitality Business Law	3
	HB	470	Real Estate Asset Management	3
	HB	489	Hospitality Business Strategy (W)	3
c.	Hospitality Business International Elective. One course approved by the student's academic advisor.			
d.	Hospitality Business Specialized Electives. Complete an additional 9 credits from an approved list of Hospitality Business Specialized Electives available from the school's undergraduate academic advisor. Courses used to satisfy other degree requirements may not be used to satisfy this requirement.			

Effective Fall 2024.

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to change the requirements for the **Bachelor of Arts** degree in **Journalism** in the School of Journalism.

The concentrations in the Bachelor of Arts degree in Journalism are noted on the student's academic record when the requirements for the degree have been completed.

- a. Under the heading **Requirements for the Bachelor of Arts Degree in Journalism** make the following changes:

- (1) In item 3. c., under the heading **Photojournalism** delete the following course:

CAS	205	Photography in Media Settings	3
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Effective Spring 2024.

PART II - NEW COURSES AND CHANGES

COLLEGE OF ARTS AND LETTERS

- AL 240 Interdisciplinary Inquiry for the Humanities
Spring of every year. 1(1-0) R: Open to undergraduate students.
- NEW Introduces interdisciplinary humanities inquiry with an emphasis on humanistic and interdisciplinary methodologies, the challenges and benefits of interdisciplinarity, and the importance of interdisciplinary thinking for engaging with large, complex problems.
Effective Spring Semester 2024
- ENG 235 Exploring Digital Humanities: History, Practice, and Speculation
Fall of every year. 3(2-2) Interdepartmental with Digital Humanities.
- NEW History and theory of digital humanities in relation to literary and cultural studies. Critique of digital humanities projects. Production with digital humanities tools.
Effective Fall Semester 2023
- IAH 201 United States and the World (D)
Fall of every year. Spring of every year. 4(4-0) ~~P: (WRA 1004) or designated score on English Placement test~~ RB: Completion of Tier I Writing Requirement
Major issues in development of U.S. society and culture, presented in international and comparative context. Influences from native Americans, Europeans, Africans, and Asians. Organized historically, with thematic emphasis on literature and the arts.
~~Effective Fall Semester 2024~~ Effective Fall Semester 2023
- IAH 202 Europe and the World (I)
Fall of every year. Spring of every year. Summer of every year. 4(4-0) ~~P: (WRA 1004) or designated score on English Placement test~~ RB: Completion of Tier I Writing Requirement ~~P: Open to undergraduate students.~~
Cultural encounters and political relationships between Europeans and people(s) from other regions of the world since 1500 as shown through study of written texts, literature, the visual arts, music, and other forms of expression. Examples from Europe and several continents.
~~Effective Fall Semester 2024~~ Effective Fall Semester 2023
- IAH 203 Latin America and the World (I)
Fall of every year. Spring of every year. Summer of every year. 4(4-0) ~~P: (WRA 1004) or designated score on English Placement test~~ RB: Completion of Tier I Writing Requirement
Major issues in the development of Latin American societies and cultures, presented in global perspective. Influences from indigenous peoples, Europeans, Africans, and others. Organized thematically and historically, through study of written texts, literature, and the arts.
~~Effective Fall Semester 2024~~ Effective Fall Semester 2023
- IAH 204 Asia and the World (I)
Fall of every year. 4(4-0) ~~P: (WRA 1004) or designated score on English Placement test~~ RB: Completion of Tier I Writing Requirement
Major issues in the development of Asian societies and cultures and their interaction with other regions of the world since 1600. Topics from East, Southeast, and South Asia. Organized thematically and historically, through study of written texts, the arts, and other forms of expression.
~~Effective Fall Semester 2024~~ Effective Fall Semester 2023
- IAH 205 Africa and the World (I)
Fall of every year. Spring of every year. Summer of every year. 4(4-0) ~~P: (WRA 1004) or designated score on English Placement test~~ RB: Completion of Tier I Writing Requirement
Major issues in the development of African societies and their interaction with other regions of the world since 600 through study of written texts, the arts and other forms of expression. Topics from West, East, North, and Southern Africa. Organized thematically and historically.
~~Effective Fall Semester 2024~~ Effective Fall Semester 2023

- IAH 206 Self, Society, and Technology (D)
Fall of every year. Spring of every year. 4(4-0) ~~P: (WRA 1004) or designated score on English Placement test~~ RB: Completion of Tier I Writing Requirement
Exploration in how technology affects and is affected by our conceptions of ourselves, relations with others, and our ideals. Approaches and materials from philosophy, literature, art, music, and history as well as the natural sciences.
~~Effective Fall Semester 2024~~ Effective Fall Semester 2023
- IAH 207 Literatures, Cultures, Identities (I)
Fall of every year. Spring of every year. Summer of every year. 4(4-0) ~~P: (WRA 1004) or designated score on English Placement test~~ RB: Completion of Tier I Writing Requirement
Explorations in how literature reflects, creates, and challenges cultural and individual identities. Approaches and materials from literature, philosophy, the arts, religion, and history. Selected themes and issues, variable by term.
~~Effective Fall Semester 2024~~ Effective Fall Semester 2023
- IAH 207A Race and Identity in Film and Media (D)
Fall of every year. Spring of every year. Summer of even years. 4(2-3) ~~P: (WRA 1004) or designated score on English Placement test~~ RB: Completion of Tier I Writing Requirement
The production of racial identity through film and other media. Approaches and materials from literature, philosophy, the arts, religion, and history. Selected themes and issues, variable by term.
~~Effective Fall Semester 2022~~ Effective Fall Semester 2023
- IAH 208 Music and Culture (I)
Fall of every year. Spring of every year. 4(4-0) ~~P: (WRA 1004) or designated score on English Placement test~~ RB: Completion of Tier I Writing Requirement
Relationships between music and culture. Organized historically, geographically, or thematically, through study of written texts, music, the visual arts, and other forms of expression. Selected topics, variable by term in content and approach.
~~Effective Fall Semester 2024~~ Effective Fall Semester 2023
- IAH 209 Art, the Visual, and Culture (D)
Fall of every year. Spring of every year. Summer of every year. 4(4-0) ~~P: (WRA 1004) or designated score on English Placement test~~ RB: Completion of Tier I Writing Requirement
Exploration of art and visual culture in historical and cultural contexts. Reading and analysis of images. Approaches and materials from art history, anthropology, history, literature, philosophy, religious studies, economics, and natural science in cross-cultural and international perspective. Content variable by term.
~~Effective Fall Semester 2024~~ Effective Fall Semester 2023
- IAH 210 Middle East and the World (I)
Fall of every year. 4(4-0) ~~P: (WRA 1004) or designated score on English Placement test~~ RB: Completion of Tier I Writing Requirement
Major issues in the development of Middle Eastern societies and cultures, presented in global perspective. Influences from European, Africans, Asians, and others. Organized thematically and historically, through study of written texts, literature, and the arts.
~~Effective Fall Semester 2024~~ Effective Fall Semester 2023
- LLT 307 Methods of Second and Foreign Language Teaching
Fall of every year. Spring of every year. 3(3-0) ~~P: Completion of Tier I Writing Requirement~~
National and international approaches, methods, materials, settings, needs, and characteristics of ESL and foreign language students. Survey, evaluation, and application of major effective methods and materials.
SA: ENG 307
~~Effective Summer Semester 2015~~ Effective Summer Semester 2024

LLT 322	English as a Second Language Perspectives in Context Fall of every year. Spring of every year. 3(3-0)
NEW	Students will learn about features of language and how they impact language learning and teaching. They will also examine the nature and role of culture in language development and academic achievement that support student learning. Effective Summer Semester 2024
LLT 346	Pedagogical English Grammar for English Teachers Fall of every year. 3(3-0) P: LIN 200 or LIN 401 or ENG 302 P: (LIN 200 or concurrently) or (LIN 401 or concurrently) or (ENG 302 or concurrently) Teaching grammar to English-as-second language (ESL) students. Grammar lesson plan development. English grammar, error identification, common English-as-second language errors, evaluation of grammar textbooks, and the role of error correction in English-as-second language teaching. Effective Summer Semester 2014 Effective Summer Semester 2024
LLT 361	Second and Foreign Language Learning Fall of every year. Spring of every year. 3(3-0) P: LIN 200 or LIN 401 or ENG 302 P: (LIN 200 or concurrently) or (LIN 401 or concurrently) or (ENG 302 or concurrently) Basic principles of learning a second or foreign language. Issues in first language acquisition. Theories of second language learning. Aptitude, motivation, attitude, learning grammar, age, learning in a classroom, myths, and facts about second language learning. Effective Summer Semester 2014 Effective Summer Semester 2024
LLT 362	Child Second Language Learning Fall of every year. Spring of every year. 3(3-0) P: LIN 200 or LIN 401 or ENG 302 P: (LIN 200 or concurrently) or (LIN 401 or concurrently) or (ENG 302 or concurrently) RB: Some familiarity with linguistic concepts. Basic principles of child second language learning and socialization. Simultaneous bilingualism, differences between child first and second language learning. Effects of age and individual and social factors in second language learning. Interaction and language learning, and loss of a first language. Classroom language learning in mainstream, immersion, bilingual, and heritage language classrooms. Effective Spring Semester 2023 Effective Summer Semester 2024
REL 412	Jewish Mysticism (W) Fall of every year. 3(3-0) P: Completion of Tier I Writing Requirement R: Open to undergraduate students.
REINSTATEMENT	Introduction to the doctrines, ritual practices, and history of Jewish mysticism. Effective Fall Semester 2023
ROM 801	Topics in Applied Romance Linguistics Spring of even years. 3(3-0) A student may earn a maximum of 9 credits in all enrollments for this course.
REINSTATEMENT	Major issues in applied linguistics and their relationship to Romance languages. Effective Spring Semester 2024
WS 304	Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) and Sexuality Studies Fall of every year. Spring of every year. 3(3-0) Interdepartmental with Lyman Briggs and Residential College in the Arts and Humanities. R: Not open to freshmen. Interdisciplinary study of the history, politics, theories, science, cultures, and communities of lesbian, gay, transgender, queer, and intersex people including a global perspective. <u>Global interdisciplinary study of the history, politics, theories, science, cultures, and communities of lesbian, gay, transgender, queer, and intersex people.</u> SA: WS 204 Effective Summer Semester 2014 Effective Fall Semester 2023

ELI BROAD COLLEGE OF BUSINESS

- FI 412 Advanced Investments
Fall of every year. 3(3-0) P: FI 312 or FI 321 or approval of department RB: A first course in investments R: Open to students in the Eli Broad College of Business and The Eli Broad Graduate School of Management and open to students in the Financial Planning and Wealth Management Minor and open to students in the Insurance and Risk Management Minor.
- NEW Financial market turbulence and evolving societal trends create both challenges and opportunities for investors. This course aims to equip students with crucial investment concepts, core theories and leading investment techniques. The goal is to develop the ability to integrate a wide range of skills and interdisciplinary knowledge for investment excellence.
Effective Spring Semester 2024
- FI 812 Advanced Investments
Fall of every year. 3(3-0) P: FI 312 or FI 321 or FI 851 or approval of department R: Open to students in the Eli Broad College of Business and The Eli Broad Graduate School of Management and open to students in the Financial Planning and Wealth Management Minor and open to students in the Insurance and Risk Management Minor.
- NEW Financial market turbulence and evolving societal trends create both challenges and opportunities for investors. This course aims to equip students with crucial investment concepts, core theories and leading investment techniques. The goal is to develop the ability to integrate a wide range of skills and interdisciplinary knowledge for investment excellence.
Effective Spring Semester 2024
- HB 100 Introduction to Hospitality Business
Fall of every year. Spring of every year. ~~2(2-0) 3(3-0)~~ R: ~~Not open to juniors or seniors.~~ R: Open to students in the Hospitality Business Major and open to freshmen or sophomores.
~~Sectors, segments and disciplines of the hospitality and tourism industries. Impact of travel and tourism. Hospitality trends. Overview of accounting, marketing, and sales.~~
Sectors, segments, and disciplines of the hospitality and tourism industries. Impact of travel and tourism on local and national economics. Emerging hospitality industry trends that affect different segments of the industry. Overview of interdependent operating and administrative departments in hospitality organizations. Recognition of key management and ownership structures. Exploration of hospitality industry careers.
SA: HB 200
~~Effective Fall Semester 2013~~ Effective Fall Semester 2024
- HB 207 Hospitality Management and Leadership
Fall of every year. Spring of every year. 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.~~
Overview of management and leadership theories and applications at different quality levels of the hospitality industry. Discussion of intrapersonal and interpersonal leadership and management principles, change management processes, organizational design, decision-making, leadership communications, motivational theories, and negotiation skills. Examination of hospitality industry leaders and their contributions through readings and cases.
~~Effective Summer Semester 2020~~ Effective Fall Semester 2024

- HB 237 Hospitality Lodging Systems
Fall of every year. Spring of every year. 3(3-0) ~~R: Not open to seniors.~~ R: Open to students in the Hospitality Business Major.
~~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.~~ Discuss the interrelated nature of various organizational systems in lodging operations including front desk/guest services, reservations, housekeeping, engineering, sales/conference services, accounting, security, and food and beverage. The impact of service quality on lodging revenue and demand. Managing customer feedback. Segmentation of lodging products on quality basis and associated management challenges.
~~Effective Summer Semester 2024~~ Effective Fall Semester 2024
- HB 273 Hospitality Business Analytics
Fall of every year. Spring of every year. 3(3-0) ~~P: CSE 402~~ RB: Basic Microsoft Excel Skills R: Open to students in the Hospitality Business Major or in the Real Estate Minor. 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.~~ Analytical skills used to communicate key business information effectively. Study how data analytics can increase decision making efficacy and contribute to organizational successes at different levels of hospitality organizational quality. Provide the process of collecting, analyzing, and visualizing data to support business decision-making. Focus on hands-on experience in transforming data into insights that drive hospitality business performance.
SA: HB 473
~~Effective Summer Semester 2022~~ Effective Fall Semester 2024
- HB 302 Hospitality Managerial Accounting
Fall of every year. Spring of every year. 3(3-0) ~~P: ACC 204~~ P: ACC 230 or 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.~~ Not open to students with credit in ACC 202.
~~Principles of managerial accounting applied to hospitality enterprises. Topics include financial statements, forecasting methods, internal control, and ethics. Introduction to basic concepts, uses, and procedures of accounting to inform and aid hospitality managers in their planning, directing, and controlling roles. Use of financial statements, forecasting, and internal control to support managerial decision making. Application of budgeting, product and service costing, profitability analysis, pricing, and performance measurement to hospitality operations at different quality levels.~~ Principles of managerial accounting applied to hospitality enterprises. Topics include financial statements, forecasting methods, internal control, and ethics. Introduction to basic concepts, uses, and procedures of accounting to inform and aid hospitality managers in their planning, directing, and controlling roles. Use of financial statements, forecasting, and internal control to support managerial decision making. Application of budgeting, product and service costing, profitability analysis, pricing, and performance measurement to hospitality operations at different quality levels.
~~Effective Summer Semester 2020~~ Effective Fall Semester 2024
- HB 307 Hospitality Human Resources
Fall of every year. Spring of every year. 3(3-0) ~~P: HB 204~~ 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.~~ Human resource management and employee relations in the hospitality industry. Managing in a culturally diverse workplace. Benefits, compensation, labor relations, equal opportunity, ethics, interviewing, job analysis and description, labor laws, performance management and appraisal, workforce planning, recruitment, retention, risk management, strategic planning, talent management, testing and selection, training, and development, and managing global human resources.
~~Effective Summer Semester 2020~~ Effective Fall Semester 2024

- HB 311 Hospitality Finance
Fall of every year. Spring of every year. 3(3-0) ~~P: ACC 201 or ACC 230~~ P: ACC 230 or ACC 201 ~~R: Open to sophomores or juniors or seniors in the Hospitality Business Major or in the Hospitality Business Real Estate Investment Management Minor.~~ R: Open to sophomores or juniors or seniors in the Hospitality Business Major or in the Real Estate 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.~~ Overview of financial management for hospitality business majors. Analysis of financial statements, markets, and assets. Risk and valuation, corporate budgeting, and investment decisions. International and ethical implications. Current events applications.
~~Effective Summer Semester 2020~~ Effective Fall Semester 2024
- HB 337 Hospitality Information Systems
Fall of every year. Spring of every year. 3(3-0) ~~P: CSE 402~~ R: Open to juniors or seniors in the Hospitality Business Major.
~~Technology for gathering, analyzing, storing and communicating information within the hospitality industry.~~ Technology for gathering, analyzing, storing, and communicating information in the hospitality industry. Information systems and technology supporting hospitality service processes and management. Consumer facing technology. Enterprise technology. Technology to support and achieve organizational strategy and goals. Current topics such as big data, artificial intelligence, social media, and data security.
~~Effective Summer Semester 2022~~ Effective Fall Semester 2024
- HB 349 Hospitality Facilities Management
Fall of every year. 3(3-0) ~~R: Open to juniors or seniors in the Hospitality Business Major or in the Hospitality Business Real Estate Investment Management Minor.~~ R: Open to juniors or seniors in the Hospitality Business Major or in the Real Estate Minor.
Managing the physical plant of a hospitality business. Key systems, safety, preventive maintenance, energy conservation.
~~Effective Summer Semester 2024~~ Effective Fall Semester 2024
- HB 365 Hospitality Foodservice Systems II
Fall of every year. Spring of every year. 3(2-2) P: HB 265 R: Open to sophomores or juniors or seniors in the Hospitality Business Major.
- NEW Design and management of foodservice operations consistent with organizational strategy and quality benchmarks. Principles of cost control applied to various control points including menu planning, purchasing, receiving, storing, issuing, production, and service in food and beverage operations. Emphasis on food, beverage, and labor cost control including proactive inventory management and revenue control procedures.
Effective Fall Semester 2024
- HB 437 Hospitality Revenue Management
Fall of every year. Spring of every year. 3(3-0) P: (HB 273 or ITM 209) and (MKT 327 or MKT 300)
R: Open to juniors or seniors in the Hospitality Business Major or in the Real Estate 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.~~ Discussion of key management and marketing issues relating to the effective implementation of revenue and demand 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 (commercial) manager. The identification of distribution channels that hospitality organizations may use to distribute their inventory.
~~Effective Summer Semester 2022~~ Effective Fall Semester 2024

- HB 447 Hospitality Business Law
Fall of every year. Spring of every year. 3(3-0) R: Open to juniors or seniors in the Hospitality Business Major. 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. Overview of legal implications of acts by hospitality professionals, employees, guests, and visitors. Analysis of rights, risks, and responsibilities of hospitality industry managers and employees. 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.~~
SA: GBL 447
~~Effective Summer Semester 2020~~ Effective Fall Semester 2024
- HB 470 Real Estate Asset Management
Fall of every year. Spring of every year. 3(3-0) ~~P: (HB 273 or ITM 209) and (FI 320 or FI 344) 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.~~ R: Open to juniors or seniors in the Hospitality Business Major or in the Real Estate Minor.
~~Market forces affecting 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.~~ Market forces affecting 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.
~~Effective Summer Semester 2022~~ Effective Fall Semester 2024
- HB 472 Real Estate Financial Modeling
Fall of every year. Spring of every year. 1(1-0) ~~P: (HB 273 or ITM 209) and (FI 320 or FI 344) 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.~~ R: Open to juniors or seniors in the Hospitality Business Major or in the Real Estate Minor.
Design and development of computer spreadsheet-based models to analyze real estate investment financial strategies and valuation issues.
~~Effective Summer Semester 2022~~ Effective Fall Semester 2024
- HB 474 Real Estate Valuation
Fall of every year. Spring of every year. 3(3-0) ~~P: (HB 273 or ITM 209) and (FI 320 or FI 344) 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 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.
~~Effective Summer Semester 2022~~ Effective Fall Semester 2024
- HB 482 Advanced Hospitality Finance
Spring of every year. 3(3-0) ~~P: (HB 273 or ITM 209) and (FI 320 or FI 344) 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 Real Estate Minor.~~
Financial analysis regarding the financial viability of hospitality companies. Choosing between investment alternatives, financing, and financial restructuring.
~~Effective Summer Semester 2022~~ Effective Fall Semester 2024

- HB 485 Hospitality Foodservice Operations
Fall of every year. Spring of every year. 3(1-4) ~~P: HB 345 and HB 345L~~ P: HB 365 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.
~~Effective Summer Semester 2020~~ Effective Fall Semester 2024
- HB 489 Hospitality Business Strategy (W)
Fall of every year. Spring of every year. 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. Internal and external analyses to develop sustainable competitive advantage. Generic business strategies. Internal resources and external environments. Developing strategic direction. Strategic thinking and planning. Formulating organizational strategy at business unit and corporate levels. Strategy implementation through organizational design and control.~~
~~Effective Summer Semester 2020~~ Effective Fall Semester 2024
- MKT 805 Marketing Management
~~Spring of every year. On Demand.~~ 2 to 3 credits. R: Open to master's students in the Master of Business Administration in Business Administration or in the ESC. MSMarketing Research major or approval of department.
Strategic and decision-making aspects of marketing functions. Analysis, coordination, execution of marketing programs. Development of strategies and tactics. Segmentation, marketing mix, market response modeling, and ethics in a global context.
SA: MSC 805
~~Effective Fall Semester 2009~~ Effective Spring Semester 2024
- MKT 806 Marketing Research for Decision Making
~~Spring of every year. On Demand.~~ 1 to 3 credits. P: MBA 820 R: Open to master's students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.
Collection and analysis of marketing research data for marketing decision making. Focuses on marketing research methods for data collection and introductory data analysis.
SA: MSC 806
~~Effective Spring Semester 2022~~ Effective Spring Semester 2024
- MKT 816 Marketing Analysis
~~Spring of every year. On Demand.~~ 1 to 3 credits. P: MKT 806 R: Open to master's students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.
Analysis of marketing data from a variety of sources for decision making. Use of statistical software to analyze marketing data. Scanner data, data mining, and web site metrics and analytics.
~~Effective Fall Semester 2013~~ Effective Spring Semester 2024
- MKT 819 Predictive Analytics
~~Fall of every year. Spring of every year. On Demand.~~ 1 to 3 credits. P: MKT 816 RB: Previous coursework in marketing and marketing research. ~~R: Open to students in the Master of Business Administration in Business Administration or in the Marketing Research major or approval of department.~~ R: Open to master's students in the Marketing Research major or in the Master of Business Administration in Business Administration or approval of department.
Advanced quantitative methods for marketing research. Focuses on marketing research for understanding and predicting sales and related marketing variables. Includes multiple regression, logistic regression, time series, and neural network modeling. Emphasis on applications of these techniques using statistical analysis software.
~~Effective Summer Semester 2019~~ Effective Spring Semester 2024

MKT 831	Communications in Marketing Research On Demand. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course. R: Open to master's students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Department of Marketing or in the ESC_MSMarketing Research major or approval of department.
NEW	Introduction to data visualization and the art and science behind creating visually impactful presentations. Includes a strong focus on visual design principals to simplify complex data sets into easily consumable information. Effective Spring Semester 2024
MKT 832	Marketing Research Online Communities On Demand. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course R: Open to master's students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Department of Marketing or in the Marketing Research major or approval of department.
NEW	Introduction to Marketing Research Online Research Communities and their most impactful use cases in the research and insights space. Using live hands-on projects, this focuses on the evolution from merely a faster, cheaper sample solution to a strategic platform for managing continuous conversations with hard to reach audiences. Effective Spring Semester 2024
MKT 833	Social Listening & Text Analytics On Demand. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course. R: Open to master's students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Department of Marketing or in the Marketing Research major or approval of department.
NEW	Outlines how companies apply the disciplines of marketing research to information collected via social media. Focuses on how social listening fits into an organizational structure, and how to properly respond to social media discussions. Also focuses on developing a hands-on familiarity with a range of approaches for analyzing textual data. Includes selecting appropriate methods for a variety of research questions, and using both automated systems and analytic systems tools to analyze textual data. Effective Spring Semester 2024
MKT 834	Consulting in Marketing Research On Demand. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course. R: Open to master's students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Department of Marketing or in the ESC_MSMarketing Research major or approval of department.
NEW	Introduces students to the art of consulting and relationship development as it applies to marketing research engagements. Focus is to prepare to become trusted consultants, whether participating on a team or in a leadership role. Effective Spring Semester 2024
MKT 835	Story Telling in Marketing Research On Demand. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course. R: Open to master's students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Department of Marketing or in the ESC_MSMarketing Research major or approval of department.
NEW	Demonstrates the importance of storytelling within organizations and provides direction on presentation structure and design including understanding the audience, creating credibility using background information and industry insight, creating the storyline, and creatively crafting the presentation. Effective Spring Semester 2024

- MKT 865 Emerging Topics in Business
Fall of every year. Spring of every year. Summer of every year. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. ~~RB: MBA 830 or MKT 805 RB: MKT 805 R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.~~ R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. A student may earn a maximum of 6 credits
Perspectives on new and emerging issues of business administration. Topics vary.
Request the use of ET-Extension to postpone grading.
The work for the course must be completed and the final grade reported within 1 semester after the end of the semester of enrollment.
SA: MSC 865
~~Effective Summer Semester 2016~~ Effective Spring Semester 2024
- MKT 867 ~~Sampling and Research Design~~
~~Survey Design and Sampling~~
~~Fall of every year. Spring of every year. On Demand.~~ 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to master's students in the Marketing Research major or approval of department.
Experimental design, survey/questionnaire design, sampling, and data collection in marketing.
~~Effective Fall Semester 2017~~ Effective Spring Semester 2024
- MKT 880 Consumer Decision Making and Behavior
Fall of every year. Spring of every year. Summer of every year. ~~2(2-0)~~ 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course. ~~R: Approval of department.~~ R: Approval of department. A student may earn a maximum of 4 credits
Concepts, theories, and principles from the various behavioral sciences to understand factors influencing the acquisition, consumption, and evaluation of customer experiences and relationships with experience providing organizations.
~~Effective Summer Semester 2022~~ Effective Spring Semester 2024
- MKT 881 Qualitative Research
Fall of every year. Spring of every year. Summer of every year. ~~2(2-0)~~ 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course. P: MKT 880 ~~R: Approval of department.~~ R: Approval of department. A student may earn a maximum of 4 credits
Qualitative research methods for understanding customer and employee needs, desires, and factors inhibiting an organization's ability to deliver.
~~Effective Summer Semester 2022~~ Effective Spring Semester 2024
- MKT 891 Special Topics in Marketing
~~Fall of every year. Spring of every year. 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 Marketing Research major or approval of department.~~ R: Open to master's students in the Marketing Research major or approval of department.
Special topics in marketing.
Request the use of ET-Extension to postpone grading.
The work for the course must be completed and the final grade reported within 1 semester after the end of the semester of enrollment.
~~Effective Spring Semester 2016~~ Effective Spring Semester 2024
- MKT 897 Data Analysis, Integration and Visualization
Fall of every year. Spring of every year. Summer of every year. ~~2(2-0)~~ 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course. P: MKT 896 ~~R: Approval of department.~~ R: Approval of department. A student may earn a maximum of 4 credits
Centralized analysis, integration and visualization of data for use in customer and employee experience decision making.
~~Effective Summer Semester 2022~~ Effective Spring Semester 2024

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

- DS 211 Documentary Film History and Theory
Fall of every year. ~~3(1-4)~~ 3(3-0) Interdepartmental with Film Studies and Journalism and Writing, Rhetoric and American Cultures. R: Open to students in the School of Journalism or in the Department of Media and Information or in the Department of Writing, Rhetoric and American Cultures or in the Film Studies major.
Documentary history and theory from its origins to the present.
SA: MI 211
~~Effective Summer Semester 2024~~ Effective Fall Semester 2023
- DS 311 Introduction to Documentary Filmmaking
Spring of every year. 3(2-2) Interdepartmental with Film Studies and Journalism and Writing, Rhetoric and American Cultures. P: DS 211 and CAS 112 ~~R: Open to students in the School of Journalism or in the Department of Media and Information or in the Documentary Production Minor.~~
R: Open to undergraduate students in the Documentary Production Minor.
Introduction to documentary production using accessible and affordable digital technology.
SA: MI 311
~~Effective Summer Semester 2024~~ Effective Spring Semester 2023
- JRN 421 Media Literacy
Spring of every year. 3(3-0) A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to students.
- NEW Media literacy seminar covering issues related to data literacy, privacy, Artificial Intelligence (AI), misinformation, disinformation, hoaxes, clickbait, sensationalism, propaganda, and hyper-partisanship. Examination of current digital media landscape and the complex processes behind newsmaking and consumption.
Effective Spring Semester 2024

COLLEGE OF EDUCATION

- TE 867 Perspectives in Social Studies: Global Education
Fall of odd years. Summer of every year. 3(3-0)
- REINSTATEMENT Issues affecting the global community. Educational strategies for developing a global perspective on human relationships and the environment.
Effective Fall Semester 2023