

Descriptions – Hotel, Restaurant and Institutional Management

of Courses

- 473. Operations Research in the Service Industries**
Fall, Spring, Summer of odd-numbered years. 4(4-0) HRI 337, MTA 317.
Application of marketing and operational research techniques to service industry management problems, emphasizing quantitative and analytical decision models designed for specific operations in this field.
- 475. Promotion of Hospitality Services**
Fall, Winter, Spring, Summer of odd-numbered years. 4(4-0) HRI 375.
Advertising, personal selling, sales promotion, merchandising, public relations, and publicity to compete effectively for individual and group sales in the hospitality industry.
- 490. Operational Analysis in the Hospitality Industry**
Fall, Spring, 4(4-0) HRI 405, 800 hours work experience requirement. HRI majors only.
Advanced management concepts, leading to an understanding of decision theory as applied to directed investigation into specific hospitality operations.
- 499. Independent Study**
Fall, Winter, Spring, Summer. 1 to 4 credits. May reenroll for a maximum of 8 credits. Majors and approval of school.
Research in any phase of food, lodging, hospitality, tourism or health facilities operations.
- 811. Policy Formulation and Organization**
Spring. 4(4-0) HRI 875, HRI 888, MCT 806.
Development of goals, objectives and consistent business policies for the creation of dynamic and effective organizations for all phases of service industries.
- 861. Economic Implications of Tourism**
Fall. 4(4-0) EC 860 or concurrently.
Economic, historical, philosophical, psychological, governmental and educational aspects and satisfactions of travel. The promotion of tourism; the business of travel and its relationships to the hospitality industry.
- 875. Innovation in Hospitality Marketing**
Spring. 4(4-0) MTA 805 or concurrently.
Changing environment of the hospitality industry is examined and new developments in marketing are analyzed for potential innovative application in the hospitality sector.
- 888. Financial Management for the Service Industries**
Winter. 4(4-0) AFA 840.
Covers leasing, franchising, tax considerations, planning to meet financial needs from internal sources or from capital markets, management of current and capital assets, including inventories and operational equipment.
- 890. Special Problems**
Fall, Winter, Spring, Summer. 1 to 15 credits. Approval of school.
Opportunity for the outstanding student to engage in-depth analysis of a service industry area of his choice that will result in a positive contribution to the field.

- 896. Problems of the Service Industries**
Winter. 4(4-0) HRI 888 or concurrently.
Formulation of plans based on analysis of situations and trends applying general business principles. Discussion of actual cases with leaders in service industries.
- 898. Facilities Programming**
Fall. 4(4-0)
Application of principles and concepts drawn from many related disciplines to planning and operation of housing and food production systems, utilizing optimum physical and human resources.

HUMAN ECOLOGY HEC (COLLEGE OF)

- 201. Family in Its Near Environment**
(F E 110) Fall, Winter, Spring. Summer of odd-numbered years. 3(3-0) Sophomores.
Foundations of human ecology are explored using conceptual frameworks of family as ecosystem and human development. Interrelationships of ecosystems which focus on families are examined.
- 301. Management and Decision Making in the Family**
(F E 331.) Fall, Winter, Spring. Summer of even-numbered years. 3(3-0) HEC 201, Juniors.
Presentation of the integrated nature of home management; concerns, values, and goals as reflected in decision making about family resources.
- 401. Human Ecological Approach to Contemporary Issues**
(F E 401.) Fall, Winter, Spring, Summer. 3(3-0) HEC 301, Seniors.
Establishment of interrelationships among the human ecological professions as each profession identifies meaningful but different approaches to issues.

HUMAN ENVIRONMENT AND DESIGN HED

College of Human Ecology

- 143. Design for Living I**
Fall, Winter, Spring. 3(3-0)
Perceptual development including analytical judgement through the study of design, a vital part of the matrix of living. Design components and principles as they relate to the function and ideas in the various phases of man's environment and daily life.
- 144. Design for Living II**
Fall, Winter, Spring. 3(1-4) HED 143.
Use of design elements and application of principles in creative problems and media.
- 152. Principles of Clothing Construction**
Fall, Winter, Spring. 3(2-2)
Principles of clothing construction related to fit, fabric and garment assembling.

- 171. Textiles for Consumers**
Fall, Winter, Spring. 4(3-0)
A programmed sequence develops decision-making abilities in the selection of textile alternatives for various uses. Consumer-oriented concepts of durability, comfort, care and aesthetic appearance are used to evaluate products.
- 201. Contemporary Retail Community**
Fall, Winter, Spring. 3(3-0) Sophomores.
The retail community as it responds with a supply of goods and services to the needs of the consumer.
- 203. Selected Non-Textile and Apparel Merchandise**
Winter, Spring. 3(3-0) HED 143.
Selected non-textile and apparel merchandise as it fulfills consumer needs and expectations.
- 210. Environmental Design: Space, Color and Texture**
Fall, Winter. 3(3-0) HED 144 or approval of department.
Space, color and texture as components of human environment, their effect upon and use by man.
- 211. Environmental Design: Space, Color and Texture--Laboratory**
Fall, Winter, 2(2-0) HED 210 concurrently.
Discussion and demonstration of space, color and texture as components of human environment, their effect upon and use by man.
- 213. Synthesis of Environmental Design Elements**
Winter, Spring. 2(2-0) HED 210.
The synthesis of design elements, space, shape, color and texture, and their organization as they are related to man's near environment.
- 214. Synthesis of Environmental Design Elements--Laboratory**
Winter, Spring. 2(2-0) HED 213 concurrently.
Discussion and demonstration of design elements, space, shape, color and texture, and their organization as they are related to man's near environment.

- 220. Interior Space Design**
Fall, Winter. 3(0-6) HED 210 or concurrently.
Basic designing and drawing of interior space in relationship to human needs.
- 221. Interior Color and Texture Design**
Winter, Spring. 3(0-6) HED 220 or concurrently.
The manipulation and development of color and texture as components of environmental space design.
- 222. Basic Interior Design Synthesis**
Spring. 3(0-6) HED 221.
Experimentation and representation of space, color and texture as they relate to environmental interior design.
- 230. History of Interior Design: Ancient to Medieval**
Fall. 3(3-0)
Historical development of furniture, textiles, and the other decorative arts in relation to interior design and architecture from ancient times to medieval.