

466. Tourism Planning and Development
Fall, Spring. 4(4-0) HRI 261.
Tourism resource characteristics, location, and market demand considerations. Analysis of development potential, planning processes and procedures, capital and personnel requirements, and tourism destination developments.

472. Design and Layout
Winter, Spring. 4(4-0) HRI 335.
Conceptualization, design, layout and specification of service industry facilities.

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; MGT 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 (COLLEGE OF) HEC

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.