HOSPITALITY AND TOURISM MANAGEMENT

The mission of the School of Hospitality and Tourism Management (HTM) is to be a world leader in hospitality education through purposeful research, superior teaching and innovative experiential learning to enhance the lives of those we serve.

Our focus:

- High-quality academic foundation centered on a focused and relevant curriculum with the integration of research and engagement,
- Diverse experiential learning labs that are operated professionally and ethically using sound business principles,
- Student organizations which actively partner with national and international hospitality professional associations, and
- Signature events that provide experiential learning for students and bring together individuals and communities while supporting the land grant university mission.

Career opportunities include lodging and resort management, food and beverage management, conference and event planning management, club management and tourism development. Other opportunities include revenue management, hospitality training and development and hospitality-related entrepreneurial endeavors. Students have the opportunity to gain hands-on experience volunteering with student-led and other events such as: the Wine Forum of Oklahoma, the Distinguished Chef Scholarship Benefit Series, Craft Beer Forum of Oklahoma, Hospitality Days Career Fair, Hospitality Legal Summit and the Hotel Investment Conference.

A new educational facility opened fall 2016 which unites technology with state-of-the-art laboratories, classrooms, exhibit areas and faculty offices. Specific accommodations include: quantity food preparation areas with commercial equipment, dining room management and table service laboratory, quick service restaurant, basic food preparation laboratory, commercial equipment, dining room management and table service laboratory, demonstration classroom and the Hirst Center for Beverage Education.

The Hirst Center for Beverage Education promotes a curriculum at the forefront of beverage education featuring a variety of formats including coffees, teas and other beverages.

Stuart W. and Phyllis B. Hirst Fundamentals Laboratory

Further information may be found at https://business.okstate.edu/htm/index.html.

Courses

HTM 1103 Introduction to Hospitality and Tourism
Description: Study of hotels, restaurants, tourism and the hospitality industry from a global perspective. Emphasizes development and history, ethical issues, and professional opportunities. Previously offered as HRAD 1103.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 1113 Introduction to Food Studies
Prerequisites: Restricted to HRAD, NSCI, and HDFS (Family and Consumer Sciences Education option) majors.
Description: Food studies as it relates to theories and techniques of food understanding, preparation and interdisciplinary fundamentals using a scientific and experiential approach. Focus on gastronomic basics, national safety and sanitation standards (including NRA Servsafe Exam) organization skills for food operations, standardized recipe and equipment understanding, quality control disciplines and imbedded fundamentals in teamwork, communication skills and problem solving strategies as they relate to food production environments. Previously offered as HRAD 1113.
Credit hours: 3
Contact hours: Lecture: 2 Lab: 2 Contact: 4
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Hospitality & Tourism Mgmt

HTM 2021 Food Safety and Sanitation
Prerequisites: Restricted to HTM, NSCI, and HDFS (Family and Consumer Sciences Education option) majors.
Description: Principles and theory of food safety and sanitation focused on prevention of food borne illnesses, and ensuring public health and consumer safety. Previously offered as HRAD 2021.
Credit hours: 1
Contact hours: Lecture: 1 Contact: 1
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 2153 Introduction to Hospitality Accounting
Description: Accounting principles, procedures and transactions used for the compilation of financial reports in hospitality businesses. Theory related to assets, liabilities, owners’ equities, revenues and expenses and current hospitality accounting practices. Previously offered as HRAD 2153.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt
HTM 2243 The Business of Tourism
Description: All aspects of the tourism business including segments of global tourism, business practices, economic impact, management as well as marketing strategies and processes. Previously offered as HRAD 2243.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 2283 Hospitality Industry Financial Analysis
Prerequisites: HTM 2153.
Description: Study of managerial accounting concepts and applications specific to the hospitality industry with an emphasis in analysis of financial reports, ratio analysis, CVP analysis, and operations budgeting. Previously offered as HRAD 2283.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 2533 Hospitality Information Technology
Prerequisites: Restricted to HTM majors.
Description: Overview and practical experience in computer systems utilized in the hospitality industry including POS and PMS, databases, file structure, and productivity software. An analysis of the interaction between technology and hospitality organizational operations. Previously offered as HRAD 2533.
Credit hours: 3
Contact hours: Lecture: 2 Lab: 2 Contact: 4
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Hospitality & Tourism Mgmt

HTM 2643 Hotel Operations
Prerequisites: HTM 2533 and restricted to HTM majors.
Description: The organization and administration of lodging operations including front desk operations, housekeeping, laundry, sales/marketing, management and other positions common to lodging operations. Includes a laboratory experience in The Atherton Hotel at OSU. Previously offered as HRAD 3363 and HRAD 2643.
Credit hours: 3
Contact hours: Lecture: 2 Lab: 2 Contact: 4
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Hospitality & Tourism Mgmt

HTM 2664 Restaurant Operations Management
Prerequisites: HTM 1113 and HTM 2533.
Description: Experiential learning in processes and complexities of food production in a commercial setting including cooking principles and techniques, safety, sanitation, and profitability. Emphasis on quality and quantity food production, station set-up, timing and service. Practices of hospitality industry front of the house service management skills including table service techniques; leadership behavior, motivation; communication training, staffing and professionalism with an emphasis on restaurant management operations. Previously offered as HRAD 2665 and HTM 2665.
Credit hours: 4
Contact hours: Lecture: 2 Lab: 5 Contact: 7
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Hospitality & Tourism Mgmt

HTM 2771 Hospitality and Tourism Industry Speakers Series
Description: Seminars presented by distinguished hospitality or tourism industry professionals. Current issues and implications for the future of the hospitality and tourism industries. Previously offered as HRAD 2770 and HRAD 2771.
Credit hours: 1
Contact hours: Lecture: 1 Contact: 1
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 2900 Hospitality and Tourism Undergraduate Research
Description: An introduction to research in hospitality and tourism including a guided research project under the direction of a faculty member. Previously offered as HRAD 2900. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.
Credit hours: 1-6
Contact hours: Contact: 1-6 Other: 1-6
Levels: Undergraduate
Schedule types: Independent Study
Department/School: Hospitality & Tourism Mgmt

HTM 3101 Malted Beverage
Prerequisites: Proof of minimum age 21.
Description: Overview of the history of beer, brewing process, styles, beer tasting, beer and food pairing, and the industry behind the business of beer. The knowledge gained from this course is intended to offer enrollees a baseline understanding of malted beverages from an inside perspective.
Credit hours: 1
Contact hours: Lecture: 1 Contact: 1
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt
HTM 3120 Special Events Management
Prerequisites: Restricted to HTM majors, consent of instructor.
Description: Study of special event planning, implementation and evaluation. The interaction between the staff, customer, guests, contractors, and others necessary to implement a successful special event. Additional focus on catering through hotels, restaurants or private companies. Previously offered as HRAD 4421 and HRAD 3120. Offered for variable credit, 1-3 credit hours, maximum of 12 credit hours.
Credit hours: 1-3
Contact hours: Contact: 1-3 Other: 1-3
Levels: Undergraduate
Schedule types: Independent Study
Department/School: Hospitality & Tourism Mgmt

HTM 3123 Event Planning
Prerequisites: HTM 1113 and HTM 2664.
Description: Experiential learning through planning and leadership of events within the hospitality management field. Focus on working with teams, marketing strategies, budget management, collaboration, vision, and program planning. Previously offered as HRAD 3123.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 3193 Hospitality Training Program Development
Prerequisites: 30 credit hours completed.
Description: Study of the design, delivery and evaluation of training programs for hospitality and tourism organizations. Needs assessment, performance objectives, instructional design, and a variety of presentation methods. Organizational and individual development. Previously offered as HRAD 3193.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 3201 Overview of Mixology
Prerequisites: Proof of minimum age 21.
Description: Whether at a local Pub, an upscale restaurant, or at home, the Bar is an essential part of dining, entertaining, and hospitality. An in-depth look at the Bar and the spirits and concoctions poured and mixed behind it. An overview of spirits produced around the world. The methodology of making cocktails and pricing them. Understanding of crafting proper drinks and executing a professional and profitable Bar.
Credit hours: 1
Contact hours: Lecture: 1 Contact: 1
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 3213 Hospitality and Tourism Management and Organizations
Prerequisites: 30 credit hours completed.
Description: Function and methods of management as related to the hospitality and tourism industries. Management principles, decision-making, organizations, interpersonal relationships, and production systems. Previously offered as FNIA 3213 and HRAD 3213.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 3223 International Travel and Tourism (I)
Description: The study of international travel and tourism for business and pleasure. The management of travel and tourism concepts in the hospitality industry and related businesses around the world. International travel industry financial management, technology, economic planning and policy formulation. Previously offered as HRAD 4223 and HRAD 3223.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 3301 Overview of Coffee
Description: Beginning with a foundation into the original characteristics of coffee and ending in the myriad ways we imbibe our black gold, this course is an aerial view of coffee's journey from seed to cup. Introduction to specialty coffee. The language for sensory analysis, and the essential elements of brewing.
Credit hours: 1
Contact hours: Lecture: 1 Contact: 1
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 3401 Food Writing & Blogging
Description: An introduction to food writing. Helps students identify writing strengths and areas for improvement. How the senses affect the eating experience in order to apply those effects to writing. Exercises that target specific senses to illustrate how to distill the sensory reaction into words. Food sensory evaluation and critical analysis, including strategies for developing a personal food vocabulary. Food blogs, reviews and cookbooks. Effective recipe writing. Individual reviews or blogs about the personal dining experiences.
Credit hours: 1
Contact hours: Lecture: 1 Contact: 1
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 3411 Hospitality and Tourism Pre-Internship Seminar
Prerequisites: HS 1112 or HS 3112 (or concurrent).
Description: Preparation in written communication, resumes, interviews, securing an internship, professional behavior and ethics in the hospitality and tourism industries. Previously offered as HRAD 3411.
Credit hours: 1
Contact hours: Lecture: 1 Contact: 1
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 3443 Hospitality Industry Internship
Prerequisites: HTM 2643 and HTM 2664 and HTM 3411 and 480 hours of documented hospitality or tourism work experience.
Description: Supervised experience in an approved work situation related to a future career in the hospitality or tourism industry. Management and supervisory experience in multiple aspects of a hospitality or tourism organization. Previously offered as HRAD 3443.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt
HTM 3473 Mechanical Equipment and Facility Management  
**Prerequisites:** 30 credit hours completed.  
**Description:** Fundamentals of building mechanical systems, maintenance and facilities management. The theory and interaction of illumination electric wiring, plumbing, heating, ventilation, air conditioning systems. Principles of facility management in the hospitality industry related to coordination of the physical space with guest services. Previously offered as HRAD 3473.  
**Credit hours:** 3  
**Contact hours:** Lecture: 3 Contact: 3  
**Levels:** Undergraduate  
**Schedule types:** Lecture  
**Department/School:** Hospitality & Tourism Mgmt

HTM 3543 Lodging Property Management  
**Prerequisites:** HTM 2643.  
**Description:** The organization, duties, and administration of hotel support departments. The various jobs in lodging housekeeping, engineering, security, and convention and meeting services. Facilities management, purchasing, and furnishing, fixtures and equipment concepts. Previously offered as HRAD 3943 and HRAD 3543.  
**Credit hours:** 3  
**Contact hours:** Lecture: 3 Contact: 3  
**Levels:** Undergraduate  
**Schedule types:** Lecture  
**Department/School:** Hospitality & Tourism Mgmt

HTM 3553 Principles of Vacation Ownership  
**Prerequisites:** HTM 3543.  
**Description:** Analysis and technical use of applied theories, principles and techniques in vacation resort development and ownership. Focus on the functions and interrelationships among developer financing, owner financing, marketing, sales strategies and techniques, on-site property management procedures, homeowner association responsibilities, and regulatory issues.  
**Credit hours:** 3  
**Contact hours:** Lecture: 3 Contact: 3  
**Levels:** Undergraduate  
**Schedule types:** Lecture  
**Department/School:** Hospitality & Tourism Mgmt

HTM 3563 Gastronomic Tourism  
**Description:** Global culinary and gastronomic tourism topics and how culture international diversity is expressed through food and drink. Social and cultural contexts in which gastronomic tourism takes place. Introduction to the social, cultural and environmental impacts of global and local gastronomic tourism in regard to both people and place. Previously offered as HRAD 3563.  
**Credit hours:** 3  
**Contact hours:** Lecture: 3 Contact: 3  
**Levels:** Undergraduate  
**Schedule types:** Lecture  
**Department/School:** Hospitality & Tourism Mgmt

HTM 3573 Franchising and Quick Service Restaurant Management  
**Description:** Study of the history and transformation of hospitality industry chains. The organization of chains, fundamentals of franchising, sales and growth, evaluation of franchise financial performance, and unit ownership characteristics. Quick service restaurant organization, guest services, cost controls, sanitation, personnel management, purchasing, marketing, and time management. Previously offered as HRAD 3573.  
**Credit hours:** 3  
**Contact hours:** Lecture: 3 Contact: 3  
**Levels:** Undergraduate  
**Schedule types:** Lecture  
**Department/School:** Hospitality & Tourism Mgmt

HTM 3623 Purchasing and Cost Control for Hospitality and Foodservice  
**Prerequisites:** HTM 2283.  
**Description:** Theory, processes, and complexities of procurement and cost controls for products and services utilized in hospitality industries. Emphasis on management of the purchasing process, cost control systems, and technology applications. Previously offered as HRAD 3623.  
**Credit hours:** 3  
**Contact hours:** Lecture: 3 Contact: 3  
**Levels:** Undergraduate  
**Schedule types:** Lecture  
**Department/School:** Hospitality & Tourism Mgmt

HTM 3643 Geotourism (DS)  
**Description:** A unique tourism destination will be examined and evaluated in depth related to the authenticity of its environment, culture, aesthetics, and heritage emphasized through specific geotourism practices. Previously offered as HRAD 3643.  
**Credit hours:** 3  
**Contact hours:** Lecture: 3 Contact: 3  
**Levels:** Undergraduate  
**Schedule types:** Lecture  
**Department/School:** Hospitality & Tourism Mgmt

**General Education and other Course Attributes:** Diversity, Social & Behavioral Sciences

HTM 3663 Hotel Food and Beverage Operations  
**Prerequisites:** 30 credit hours completed.  
**Description:** Examination of the products, production techniques, presentation, and service styles of hotel food and beverage operations. Planning, producing and marketing hotel food and beverage services. Previously offered as HRAD 3663.  
**Credit hours:** 3  
**Contact hours:** Lecture: 3 Contact: 3  
**Levels:** Undergraduate  
**Schedule types:** Lecture  
**Department/School:** Hospitality & Tourism Mgmt

HTM 3721 Overview of Beverages in the Hospitality Industry  
**Prerequisites:** Proof of minimum age 21.  
**Description:** Overview of the international dimensions, history, classifications, production techniques, distribution, and quality factors of beverages such as wines, distilled spirits, beers, and non-alcoholic beverages used in the hospitality industry. Responsible alcohol beverage service and management techniques. Previously offered as HRAD 3721.  
**Credit hours:** 1  
**Contact hours:** Lecture: 1 Contact: 1  
**Levels:** Undergraduate  
**Schedule types:** Lecture  
**Department/School:** Hospitality & Tourism Mgmt
HTM 3783 Hospitality Industry Human Resources Management
Prerequisites: 30 credit hours completed.
Description: Theories and practices used for personnel management in the hospitality and services industries. The organization of a human resources department, hiring, discipline, compensation, job analysis and performance evaluation. Previously offered as HRAD 3783.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4090 International Hospitality Studies
Prerequisites: 45 credit hours completed.
Description: Participation in a hospitality educational experience outside of the U.S. The international aspects of the hospitality industry especially in the country or countries included in the experience. Development of an understanding of local, regional and national customs and cultures through experiential learning. Previously offered as HRAD 4090. Offered for variable credit, 1-18 credit hours, maximum of 18 credit hours.
Credit hours: 1-3
Contact hours: Contact: 1-3 Other: 1-3
Levels: Graduate, Undergraduate
Schedule types: Independent Study
Department/School: Hospitality & Tourism Mgmt

HTM 4093 European Travel and Tourism (I)
Prerequisites: Consent of instructor.
Description: In-depth examination of local/regional/national customs and cultures, and business practices related to travel and tourism in Europe. Previously offered as HRAD 4093.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

General Education and other Course Attributes: International Dimension

HTM 4103 Hospitality Law and Ethics
Prerequisites: 30 credit hours completed.
Description: Examination of the laws regulating the hospitality industry. The interrelationships between law, the hospitality industry, and the public. Exploration of ethics, how legal principles apply in a global environment, and fundamental principles of tort and contract law. Previously offered as HRAD 4103.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4120 Advanced Special Events Management
Description: Hands-on study of special events, forums and conferences. Planning activities include conception, planning, implementation, and evaluation of an event, forum or conference including marketing, public relations and volunteer coordination. Previously offered as HRAD 4120. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.
Credit hours: 1-3
Contact hours: Contact: 1-3 Other: 1-3
Levels: Graduate, Undergraduate
Schedule types: Independent Study
Department/School: Hospitality & Tourism Mgmt

HTM 4163 Hospitality and Tourism Marketing and Sales
Prerequisites: 30 credit hours completed.
Description: Strategies for marketing, sales and decision-making in the hospitality and tourism industries. Includes techniques and methods of customer identification, consumer behavior, competition, product, promotion, placement and pricing strategies as well as developing sales strategies to attract the target market. Previously offered as HRAD 4163.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4183 Sustainable Tourism and Geography
Prerequisites: Junior or senior standing or consent of instructor.
Description: Sustainable tourism from a cultural and environmental perspective. Concepts and theories of sustainability and tourism, including human rights, environmental justice, and ethics, emphasizing the global environmental and social effects and possibilities of tourism. Management concepts, sectoral approaches, transport and mobility themes, and emerging issues in the context of sustainability. Same course as GEOG 4443 and GLST 4443. May not be used for degree credit with GEOG 5443. Previously offered as HRAD 4183.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4193 European Cuisine and Beverages (I)
Prerequisites: Consent of instructor.
Description: In-depth examination of the historical/modern influences, and local/regional/national customs and cultures related to cuisine and beverages in Europe. Previously offered as HRAD 4193.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

General Education and other Course Attributes: International Dimension

HTM 4213 Hospitality Catering
Description: Fundamentals of the theory, processes and complexities of hospitality catering operations. Additional emphasis on the organizational structure and detailed elements of a catering business including menus, production schedules, function types, and catering contracts. Includes elements of event organization, production and evaluation. Previously offered as HRAD 4213.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt
HTM 4263 Beverage Management & Controls
Prerequisites: HTM 2664 and HTM 3623.
Description: Foundation in beverage service, operations and management. Strategies to manage beverage and bar operations, control systems and profitability, product selection and marketing, facility requirements and responsible alcohol service. Previously offered as HRAD 4263.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4293 Hospitality Small Business Development
Prerequisites: HTM 3623 and HTM 3543 and HTM 2664 and HTM 4163.
Description: The theories and procedures necessary to develop a small business in the hospitality industry. Financial analysis, feasibility study, pro-forma creation, building and site construction and brand selection. Previously offered as HRAD 4293.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4333 Hospitality and Tourism Financing
Prerequisites: HTM 2283.
Description: The theory and practice of operational and strategic financial policy and problems in the hospitality industry. Financial information systems, fund allocation, asset management, financial structure and analysis of the financial environment. Previously offered as FNIA 4333 and HRAD 4333.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4413 Hospitality Information Systems
Prerequisites: HTM 2533 and HTM 2643 and HTM 2664.
Description: Conceptional analysis of hospitality technology systems such as food and beverage service, housekeeping, sales, property management, personnel, accounting, front office, and inter- and intra-departmental functions. The ethical implications of technology. Previously offered as HRAD 4413.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4443 Advanced Hospitality and Tourism Internship
Prerequisites: HTM 3443 and 75 credit hours completed and consent of instructor.
Description: Management experience in multiple aspects of a hospitality or tourism organization. Exploration of human resources, development of an understanding of organizational behavior, conflict resolution, negotiating and communication techniques. Application of critical thinking skills to solve problems. The interaction between the customer and the products and services provided by the organization. Previously offered as HRAD 4443.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4453 Revenue Management in Hospitality Operations
Prerequisites: HTM 3623 or concurrent enrollment and HTM 3543.
Description: Focus on revenue management in hospitality organizations with specific emphasis on pricing and strategies, forecasting sales and trend analysis. Previously offered as HRAD 4453.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4525 Capstone in Hospitality Management
Prerequisites: HTM 3543 and HTM 2664 and HTM 3623 and HTM 4163 or concurrent enrollment and 90 credit hours completed.
Description: Focus on problem solving in the hospitality industry through project-based learning and synthesis of knowledge and skills gained throughout the hospitality program. Use of realistic, but difficult operational and managerial situations and cases that provide applied experiences engineered to prepare students for critical thinking, advanced communication and solution-focused results. Movement of students from scholastic mode into supervisory and managerial roles in the hospitality industry. Previously offered as HRAD 4525.
Credit hours: 5
Contact hours: Lecture: 2 Lab: 6 Contact: 8
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Hospitality & Tourism Mgmt

HTM 4551 Certified Hotel Industry Analytics
Prerequisites: HTM 4453.
Description: Focuses on developing thorough knowledge of the foundational metrics and definitions used by the hotel industry with an opportunity to complete a certification exam (CHIA) by STR through AHLEI (American Hotel and Lodging Educational Institute). Previously offered as HRAD 4551.
Credit hours: 1
Contact hours: Lecture: 1 Contact: 1
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt
HTM 4561 Hospitality Management Seminar
Description: The issues having an impact on the hospitality industry. Exploration of the issues utilizing various strategies and a multi-disciplinary approach. Discussion and interpretation of multiple perspectives with an emphasis on critical thinking, strategic decision making, and the formulation of innovative solutions and processes to enhance the workplace. Previously offered as HRAD 4560 and HRAD 4561.
Credit hours: 1
Contact hours: Lecture: 1 Contact: 1
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4563 Gastronomy
Prerequisites: HTM 2664 or consent of instructor.
Description: An introduction and evolution of the ideas, philosophies and attitudes toward food production and the role of the chef, restaurateur and hospitality professional. Previously offered as HRAD 4563.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4610 Hospitality Leadership Symposium
Description: Case study based course focusing on leadership and innovation in the hospitality industry. Course taught in an interactive seminar format. Previously offered as HRAD 4610.
Credit hours: 1-3
Contact hours: Lecture: 1-3 Contact: 1-3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4643 Applied Human Resources
Prerequisites: HTM 3783 and concurrent enrollment in HTM 3443 or permission of instructor.
Description: Directed learning for effective and legal employee management within hospitality industry operations utilizing strategies for recruiting, minimizing turnover and maximizing productivity and diversity. Also incorporates a Certificate in Human Resource Management and Supervision. Previously offered as HRAD 4643.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4723 Beverage Education
Prerequisites: Proof of minimum age 21.
Description: Emphasis on the international dimensions of the history, classifications, production techniques, distribution, and quality factors of beverages such as wines, distilled spirits, beers, and non-alcoholic beverages. Emphasis on responsible alcohol beverage service and management techniques. Previously offered as HRAD 4723.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4833 Casino and Gaming Management
Prerequisites: HTM 2153 and HTM 2283.
Description: Focus on the management of casino and gaming operations including the history and trends of gaming, current issues, cultural influences and social consequences of casino, lottery and pari-mutual segments. Also theory and practice in the analysis of gaming operations in the areas of casino management, marketing, accounting/controls, security, human resources and law. Previously offered as HRAD 4833.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt

HTM 4850 Special Unit Course in Hotel and Restaurant Administration
Prerequisites: Consent of instructor.
Description: Special unit of study related to specific problems in the hospitality industry. Previously offered as HRAD 4850. Offered for variable credit, 1-15 credit hours, maximum of 15 credit hours.
Credit hours: 1-15
Contact hours: Contact: 1-15 Other: 1-15
Levels: Graduate, Undergraduate
Schedule types: Independent Study
Department/School: Hospitality & Tourism Mgmt

HTM 4900 Honors Creative Component
Prerequisites: College of Human Sciences Honors Program participation, senior standing.
Description: Guided creative component for students completing requirements for College Honors in College of Human Sciences. Thesis, creative project or report under the direction of a faculty member in the major area, with second faculty reader and oral examination. Previously offered as HRAD 4900. Offered for variable credit, 1-3 credit hours, maximum of 3 credit hours.
Credit hours: 1-3
Contact hours: Contact: 1-3 Other: 1-3
Levels: Undergraduate
Schedule types: Independent Study
Department/School: Hospitality & Tourism Mgmt

HTM 4983 Conference and Meeting Planning
Prerequisites: HTM 2643 and HTM 2664 and HTM 2283 or consent of instructor.
Description: Planning and implementing conferences, teleconferences, conventions, special events, seminars and symposia. Designing, promoting, managing and evaluating educational events, and contract management. Previously offered as HRAD 4983.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Graduate, Undergraduate
Schedule types: Lecture
Department/School: Hospitality & Tourism Mgmt
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<tr>
<th>Course</th>
<th>Description</th>
<th>Prerequisites</th>
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<tr>
<td>HTM 5000 Master's Thesis</td>
<td>Focuses on current issues, advanced research and the theoretical constructs of the gaming industry and includes exploration of current issues, cultural influences and social consequences of casino, lottery, racing and pari-mutual segments. Students will also gain theoretical knowledge and learn to apply research skills in the analysis of gaming operations in the areas of casino management, marketing, accounting/controls, security, human resources and law. Previously offered as HRAD 5253.</td>
<td>Graduate standing and consent of adviser.</td>
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<tr>
<td>HTM 5233 Hospitality Business Analysis</td>
<td>Focuses on current issues, advanced research and the theoretical constructs of the gaming industry and includes exploration of current issues, cultural influences and social consequences of casino, lottery, racing and pari-mutual segments. Students will also gain theoretical knowledge and learn to apply research skills in the analysis of gaming operations in the areas of casino management, marketing, accounting/controls, security, human resources and law. Previously offered as HRAD 5253.</td>
<td>Graduate standing and consent of adviser.</td>
</tr>
<tr>
<td>HTM 5112 Hospitality and Tourism Graduate Education and Research</td>
<td>Systematic introduction to the competencies of graduate education and research in hospitality and tourism education and administration. Previously offered as HRAD 5112.</td>
<td>Master's degree students only or consent of instructor.</td>
</tr>
<tr>
<td>HTM 5213 Hospitality and Tourism Management</td>
<td>In-depth study of hospitality and tourism management including theory, research, operations and practical experience. Emphasis on lodging operations systems, commercial food service systems, and tourism. Analysis and synthesis of a comprehensive management philosophy consistent with theory. Previously offered as HRAD 5213.</td>
<td>Graduate standing and consent of instructor.</td>
</tr>
<tr>
<td>HTM 5233 Convention and Special Event Management</td>
<td>Meeting and event design, working with industry suppliers, on-site management, post-event analysis, computers and technology, and meetings documentation. Previously offered as HRAD 5233.</td>
<td>Graduate standing and consent of instructor.</td>
</tr>
<tr>
<td>HTM 5253 Critical Issues in Gaming</td>
<td>Focuses on current issues, advanced research and the theoretical constructs of the gaming industry and includes exploration of current issues, cultural influences and social consequences of casino, lottery, racing and pari-mutual segments. Students will also gain theoretical knowledge and learn to apply research skills in the analysis of gaming operations in the areas of casino management, marketing, accounting/controls, security, human resources and law. Previously offered as HRAD 5253.</td>
<td>Graduate standing and consent of adviser.</td>
</tr>
</tbody>
</table>

**Schedule types:** Lecture

**Levels:** Graduate

**Department/School:** Hospitality & Tourism Mgmt

**Contact hours:** 3

**Credit hours:** 3
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
<th>Credit hours</th>
<th>Contact hours</th>
<th>Levels</th>
<th>Schedule types</th>
<th>Department/School</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTM 5413</td>
<td>Hospitality Human Resources Management</td>
<td>Recent theories and research in human resource management, employee development, and labor issues affecting the hospitality and tourism industry in maintaining a productive workforce. Previously offered as HRAD 5413.</td>
<td>3</td>
<td>Lecture: 3</td>
<td>Graduate</td>
<td>Lecture</td>
<td>Hospitality &amp; Tourism Mgmt</td>
</tr>
<tr>
<td>HTM 5423</td>
<td>Hospitality and Tourism Marketing Management</td>
<td>The concepts and strategies of hospitality and tourism marketing management and customer development. Previously offered as HRAD 5423.</td>
<td>3</td>
<td>Lecture: 3</td>
<td>Graduate</td>
<td>Lecture</td>
<td>Hospitality &amp; Tourism Mgmt</td>
</tr>
<tr>
<td>HTM 5443</td>
<td>Hospitality &amp; Tourism Management Graduate Internship</td>
<td>Supervised work internship with an approved employer and worksite related to a future career in the hospitality industry. Experience must include management/supervisory aspects within a hospitality organization.</td>
<td>3</td>
<td>Contact: 3</td>
<td>Graduate</td>
<td>Independent Study</td>
<td>Hospitality &amp; Tourism Mgmt</td>
</tr>
<tr>
<td>HTM 5503</td>
<td>Big Data Analytics in Hospitality and Tourism Management</td>
<td>An in-depth study of various topics and techniques in big data analytics, especially in the hospitality and tourism research domains. Fundamentals of data acquisition, data transformation, data visualization, and data mining via the discussion of literature and hands-on labs. Concepts, methodologies, techniques, and related software packages.</td>
<td>3</td>
<td>Lecture: 3</td>
<td>Graduate</td>
<td>Lecture</td>
<td>Hospitality &amp; Tourism Mgmt</td>
</tr>
<tr>
<td>HTM 5513</td>
<td>Hospitality Strategic Management</td>
<td>Focus on strategic decision making in hospitality organizations. Examination of the processes by which managers strategically position the organization and allocate resources to maximize its economic value in uncertain, dynamic, and competitive environments. Previously offered as HRAD 5513.</td>
<td>3</td>
<td>Lecture: 3</td>
<td>Graduate</td>
<td>Lecture</td>
<td>Hospitality &amp; Tourism Mgmt</td>
</tr>
<tr>
<td>HTM 5580</td>
<td>Seminar in Food Service Management</td>
<td>Examination of research, practice, and future trends in food service management issues from a strategic perspective. Previously offered as HRAD 5580.</td>
<td>1-3</td>
<td>Lecture: 1-3</td>
<td>Graduate</td>
<td>Lecture</td>
<td>Hospitality &amp; Tourism Mgmt</td>
</tr>
<tr>
<td>HTM 5780</td>
<td>Seminar in Lodging Management</td>
<td>Examination of research, practice, and future trends in lodging management from a strategic perspective. Previously offered as HRAD 5780.</td>
<td>1-3</td>
<td>Lecture: 1-3</td>
<td>Graduate</td>
<td>Lecture</td>
<td>Hospitality &amp; Tourism Mgmt</td>
</tr>
<tr>
<td>HTM 5813</td>
<td>Research Methods in Hospitality and Tourism Administration</td>
<td>Scientific methods and current research methodologies as applied to problems in hospitality and tourism administration. Proposal planning, research design, statistical use and interpretation, and research reporting. Previously offered as HRAD 5813.</td>
<td>3</td>
<td>Lecture: 3</td>
<td>Graduate</td>
<td>Lecture</td>
<td>Hospitality &amp; Tourism Mgmt</td>
</tr>
<tr>
<td>HTM 5850</td>
<td>Special Topics in the Hospitality Industry</td>
<td>Special topics related to the hospitality industry. A problem-solving technique to design the research model and investigative procedures. Presentations to faculty, students and industry professionals at specialized workshops with research, instructional and industry project components. Previously offered as HRAD 5850. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.</td>
<td>1-3</td>
<td>Contact: 1-3</td>
<td>Graduate</td>
<td>Independent Study</td>
<td>Hospitality &amp; Tourism Mgmt</td>
</tr>
<tr>
<td>HTM 5870</td>
<td>Problems in the Hospitality Industry</td>
<td>Special recurring problems in the hospitality industry. Broad perspective of these issues and their application to the industry. Critical thinking skills to solve operational dilemmas. Previously offered as HRAD 5870. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.</td>
<td>1-3</td>
<td>Contact: 1-3</td>
<td>Graduate</td>
<td>Independent Study</td>
<td>Hospitality &amp; Tourism Mgmt</td>
</tr>
</tbody>
</table>
HTM 6000 Doctoral Dissertation  
Prerequisites: Consent of major professor.  
Description: Research in hospitality administration for the PhD degree. Previously offered as HRAD 6000. Offered for variable credit, 1-12 credit hours, maximum of 30 credit hours.  
Credit hours: 1-12  
Contact hours: Contact: 1-12 Other: 1-12  
Levels: Graduate  
Schedule types: Independent Study  
Department/School: Hospitality & Tourism Mgmt

HTM 6111 Hospitality and Tourism Doctoral Studies and Research  
Prerequisites: Doctoral degree students only or consent of instructor.  
Description: Systematic introduction to the competencies of graduate education and research in hospitality and tourism education and administration for doctoral students. Previously offered as HRAD 6111.  
Credit hours: 1  
Contact hours: Lecture: 1 Contact: 1  
Levels: Graduate  
Schedule types: Lecture  
Department/School: Hospitality & Tourism Mgmt

HTM 6113 Hospitality and Tourism Education  
Prerequisites: Doctoral degree students only or consent of instructor.  
Description: Theoretical and practical components of hospitality and tourism education with emphasis on universities, community colleges and vocational schools. Previously offered as HRAD 6113.  
Credit hours: 3  
Contact hours: Lecture: 3 Contact: 3  
Levels: Graduate  
Schedule types: Lecture  
Department/School: Hospitality & Tourism Mgmt

HTM 6313 Tourism Policy and Planning  
Description: Examination of current international and national tourism policies, planning and development perspectives and the economic impact. Previously offered as HRAD 6213 and HRAD 6313.  
Credit hours: 3  
Contact hours: Lecture: 3 Contact: 3  
Levels: Graduate  
Schedule types: Lecture  
Department/School: Hospitality & Tourism Mgmt

HTM 6613 Advanced Research Methodology in Hospitality and Tourism  
Description: Advanced research methodologies in hospitality and tourism. Essential concepts in contemporary research, examination of multivariate data analysis techniques in hospitality and tourism research. Development of individual research projects. Previously offered as HRAD 6613.  
Credit hours: 1-3  
Contact hours: Lecture: 1 Contact: 1  
Levels: Graduate  
Schedule types: Lecture  
Department/School: Hospitality & Tourism Mgmt

HTM 6880 Seminar in Travel and Tourism Management  
Description: Study of the latest developments in travel and tourism research and management. Previously offered as HRAD 6880. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.  
Credit hours: 1-3  
Contact hours: Contact: 1-3 Other: 1-3  
Levels: Graduate  
Schedule types: Lecture  
Department/School: Hospitality & Tourism Mgmt

HTM 6993 Advanced Hospitality and Tourism Research  
Prerequisites: Graduate level basic and/or intermediate research methods and intermediate statistics and doctoral degree student or consent of instructor.  
Description: The latest advances in hospitality and tourism research theory development, modeling and research design. Focus is on improving ability to effectively develop/build a conceptual framework/model with an appropriate research design and hypotheses. Previously offered as HRAD 6993.  
Credit hours: 3  
Contact hours: Lecture: 3 Contact: 3  
Levels: Graduate  
Schedule types: Lecture  
Department/School: Hospitality & Tourism Mgmt

Faculty  
Li Miao, PhD—Professor and Interim Director  
Associate Professor and Interim Graduate Coordinator: Lisa Slevitch, PhD  
Professor and Interim Associate Director: Bill Ryan, EdD, RD/LD  
Assistant Director and International Programs: Frank Tsai, PhD  
Regents Professor and William E. Davis Chair: Hailin Qu, PhD  
Associate Professors: Yeasun Chung, PhD; Catherine Curtis, PhD;  
Assistant Professors: Kim Mathe Cuellar, PhD; Chen-Wei Tao, PhD; Stacy Tomas, PhD  
Teaching Assistant Professor: Steven Ruby, JD  
Teaching Instructor: Heidi Hoart, MS  
Teaching Instructor Executive Chef: Tiffany Poe, CEC MGT
Executive in Residence: Dar Yasseri, MS
Taylor’s Dining Room Manager/Instructor: Silvio Ceschini, MS