

# 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, 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.

To meet the needs of the industry and provide sound academic preparation at the undergraduate level, the curriculum emphasizes professional and general education. The professional area includes courses in accounting, law, cost control, revenue management and economics. Courses in service management, food and beverage production, purchasing and control, facility management and design, sales and marketing, front office management, and advanced hospitality and tourism management are also included in the specialized area. The BS degree with a major in hospitality and tourism management may be earned by completing a minimum of 120 semester hours and achieving a "C" grade in courses required in the major area and professional electives.

Successful completion of 480 hours of industry work experience and a management internship of 320 hours are required. Internship placement in hotels, restaurants, private clubs and tourism-related establishments is arranged globally in cooperation with industry executives and the OSU faculty. Study abroad programs and international internships are available.

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

## 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 Fundamentals of Culinary Production

**Description:** Food production as related to theories and techniques of foods, their preparation fundamentals using a scientific and experiential approach. Focus on gastronomic basics, national safety and sanitation standards, organizational skills for food operations, standardized recipe and equipment understanding, quality control. Teamwork, communication skills and problem-solving strategies as related 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

**Description:** Principles and theory of food safety and sanitation focused on prevention of food borne illnesses, and ensuring public health and consumer safety; includes the NRA Servsafe Exam. 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 2533 Hospitality Information Technology

**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 Lodging Operations**

**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**

**Prerequisites:** HTM 1113 and HTM 2021.

**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 malted beverages, brewing process, styles, tasting techniques, pairing food with malted beverages, and the malted beverages industry.

**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:** Instructor permission.

**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**

**Description:** Theoretical and 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 3201 Overview of Mixology**

**Prerequisites:** Proof of minimum age 21.

**Description:** The art and science of mixology. Examination of the role that mixed drinks play in executing a professional and profitable bar. Includes an overview of spirits produced around the world.

**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**

**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

**General Education and other Course Attributes:** International Dimension

**HTM 3243 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 and HTM 2243. Same course as HTM 2243.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

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

**HTM 3283 Hospitality Accounting Systems**

**Prerequisites:** HTM 2153 or ACCT 2003.

**Description:** Examination of the Uniform System of Accounts for the Lodging Industry (USALI), the Uniform System of Accounts for Restaurants (USAR), and the Uniform System Financial Reporting for Clubs (USFRC) using managerial accounting techniques. Previously offered as HRAD 2283 and HTM 2283. Same course as HTM 2283.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

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

**HTM 3301 Fundamentals of Coffee and Tea**

**Description:** Foundations of the original characteristics of coffee and tea from seed and leaf to cup. Discover the language for sensory analysis, assess specialty varietals, 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 3411 Hospitality and Tourism Pre-Internship Seminar**

**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 BADM 2111 and instructor permission.

**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. Documentation of 480 hours of hospitality or service work experience required prior to enrollment. Previously offered as HRAD 3443.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Undergraduate

**Schedule types:** Independent Study

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

**HTM 3473 Mechanical Equipment and Facility Management**

**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 role of the general manager and executive team in lodging properties. Exploration of the strategic management needs of a lodging business, the roles of the general manager and the executive team, and the organization and responsibilities of support departments. 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 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 3283.

**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 3663 Food and Beverage in Events**

**Description:** Planning, producing and evaluating food and beverage service in events. Examination of assessment of client needs, communication processes, pricing strategies, staffing production techniques, presentation, and service standards/styles, for food and beverage service in events. 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**

**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:** Instructor Permission.

**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. May not be used for degree credit with HTM 5090. Offered for variable credit, 1-18 credit hours, maximum of 18 credit hours.

**Credit hours:** 1-18

**Contact hours:** Contact: 1-18 Other: 1-18

**Levels:** Undergraduate

**Schedule types:** Independent Study

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

**HTM 4093 European Travel and Tourism (I)**

**Prerequisites:** Instructor permission.

**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. May not be used for degree credit with HTM 5093.

**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:** International Dimension

**HTM 4103 Hospitality Law and Ethics**

**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:** Undergraduate

**Schedule types:** Lecture

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

**HTM 4120 Advanced Special Events Management**

**Prerequisites:** Instructor permission.

**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:** Undergraduate

**Schedule types:** Independent Study

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

**HTM 4163 Hospitality and Tourism Marketing and Sales**

**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:** Undergraduate

**Schedule types:** Lecture

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

**HTM 4193 European Cuisine and Beverages (I)****Prerequisites:** Instructor permission.**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. May not be used for degree credit with HTM 5193.**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:** International Dimension**HTM 4263 Beverage Management & Controls****Prerequisites:** HTM 2664 and HTM 3623.**Description:** The theories and strategies of beverage service, operations and management. Management of beverage and bar operations, control systems and profitability, product selection/procurement 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 4443 Advanced Hospitality and Tourism Internship****Prerequisites:** HTM 3443 and instructor permission.**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:** Contact: 3 Other: 3**Levels:** Undergraduate**Schedule types:** Independent Study**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:** Undergraduate**Schedule types:** Lecture**Department/School:** Hospitality & Tourism Mgmt**HTM 4525 Capstone in Hospitality Management****Prerequisites:** HTM 3543 and HTM 2664 and HTM 3623 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 4703 Beverage Production and Distribution Systems****Description:** Exploration of how major beverages of the world are produced and distributed throughout the United States and elsewhere. Examination of production systems includes farming practices, fermentation, distillation, and producer decision-making. Focus on distribution systems includes the three-tier system of alcohol distribution and its effect on producers, distributors, and retailers.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** 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 4743 Bar Management and Profitability****Description:** Emphasis on the operation of a dynamic, modern, and profitable bar program including applicable laws; bar management, equipment and sanitation; fiscal and inventory controls; marketing and methods to increase financial success. Also, includes a history of mixology, the class spirits of the world, and beverage quality factors.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Hospitality & Tourism Mgmt



**HTM 4763 The Role of Non-Alcoholic Beverages in Hospitality Businesses**

**Description:** Examination of non-alcoholic beverages and how to incorporate them successfully into a restaurant, bar, or hospitality business. Includes understanding the history and cultures surrounding non-alcoholic beverages; the origins and production methods for all important categories of non-alcoholic beverages; the fundamentals of building and maintaining a profitable non-alcoholic program.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

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

**HTM 4850 Special Topics Course in Hospitality and Tourism Management**

**Prerequisites:** Instructor Permission.

**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:** Undergraduate

**Schedule types:** Independent Study

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

**HTM 4900 Honors Research**

**Prerequisites:** Spears School of Business Honors Program participation, senior standing.

**Description:** Guided creative component for students completing requirements for College Honors in Spears School of Business. 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

**General Education and other Course Attributes:** Honors Credit

**HTM 4983 Conventions, Conferences, and Meetings**

**Prerequisites:** Instructor permission.

**Description:** Planning and implementing conventions, conferences, meetings, 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:** Undergraduate

**Schedule types:** Lecture

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

**HTM 5000 Master's Thesis**

**Prerequisites:** Graduate standing and consent of adviser.

**Description:** Individual research interests in hospitality administration fulfilling the requirements for the MS degree. Previously offered as HRAD 5000. 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:** Graduate

**Schedule types:** Independent Study

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

**HTM 5030 Master's Creative Component and Independent Study**

**Prerequisites:** Graduate standing and consent of instructor.

**Description:** Individual research and study having relevance to the hospitality field and a positive impact on the hospitality industry. Previously offered as HRAD 5030. 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:** Graduate

**Schedule types:** Independent Study

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

**HTM 5090 International Hospitality Studies**

**Prerequisites:** Instructor Permission.

**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. May not be used for degree credit with HTM 4090. Offered for variable credit, 1-3 credit hours, maximum of 18 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Graduate

**Schedule types:** Independent Study

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

**HTM 5093 European Travel and Tourism**

**Prerequisites:** Instructor Permission.

**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. May not be used for degree credit with HTM 4093.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5112 Hospitality and Tourism Graduate Education and Research**

**Prerequisites:** Master's 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. Previously offered as HRAD 5112.

**Credit hours:** 2

**Contact hours:** Lecture: 2 Contact: 2

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5193 European Cuisine and Beverages**

**Prerequisites:** Instructor Permission.

**Description:** In-depth examination of the historical/modern influences, and local/regional/national customs and cultures related to cuisine and beverages in Europe. May not be used for degree credit with HTM 4193.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5213 Hospitality and Tourism Management**

**Description:** 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.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5233 Convention and Special Event Management**

**Description:** 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.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5263 Applied Revenue Management in Hospitality and Tourism Management**

**Description:** This course uses an online simulation tool to facilitate an in-depth understanding of revenue management's key concepts and applicability of revenue maximization strategies. The components of effective revenue management will be executed through entering decisions in the online simulation and their effects on overall profitability on the lodging operation will be analyzed and evaluated.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5313 Hospitality and Tourism Information Technology**

**Description:** Conceptual analysis of the technology used in the hospitality industry. Investigation of technology applications, ethical implications of technology and system development practice. Previously offered as HRAD 5213 and HRAD 5313.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5323 Hospitality and Tourism Financial Management**

**Description:** Key concepts, tools and techniques critical for managerial decision making in financial aspects of hospitality organizations. Previously offered as HRAD 5323.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5413 Hospitality Human Resources Management**

**Description:** 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.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5423 Hospitality and Tourism Marketing Management**

**Prerequisites:** Undergraduate marketing course.

**Description:** The concepts and strategies of hospitality and tourism marketing management and customer development. Previously offered as HRAD 5423.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5443 Hospitality & Tourism Management Graduate Internship**

**Description:** 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.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Graduate

**Schedule types:** Independent Study

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

**HTM 5503 Big Data Analytics in Hospitality and Tourism Management**

**Description:** 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.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5513 Hospitality Strategic Management**

**Description:** 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.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5680 Seminar in Food Service Management**

**Description:** Examination of research, practice, and future trends in food service management issues from a strategic perspective. Previously offered as HRAD 5680.

**Credit hours:** 1-3

**Contact hours:** Lecture: 1-3 Contact: 1-3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5780 Seminar in Lodging Management**

**Description:** Examination of research, practice, and future trends in lodging management from a strategic perspective. Previously offered as HRAD 5780.

**Credit hours:** 1-3

**Contact hours:** Lecture: 1-3 Contact: 1-3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5813 Research Methods in Hospitality and Tourism Administration**

**Prerequisites:** REMS 5953 or STAT 5013.

**Description:** 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.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 5850 Special Topics in the Hospitality Industry**

**Description:** 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.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Graduate

**Schedule types:** Independent Study

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

**HTM 5870 Problems in the Hospitality Industry**

**Description:** 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.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Graduate

**Schedule types:** Independent Study

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

**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 6513 Hotel and Restaurant Planning and Development**

**Description:** Theories and practices related to the acquisition, development and investment in hospitality-oriented real estate. The undertaking of site analysis, feasibility studies and building construction. Acquisitions, financing alternatives and management contract options. Current trends in hotel investing. Previously offered as HRAD 5643 and HRAD 6513.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

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

**HTM 6713 Contemporary Hospitality and Tourism Theory**

**Prerequisites:** Doctoral degree students only or consent of instructor.

**Description:** Advanced survey of both the classic and current body of knowledge in the area of hospitality and tourism management. Introduction to important works in the research area of hospitality and tourism management that will prepare students to assess fundamental research questions, opportunities, and limitations of the research. Previously offered as HRAD 6713.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**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:** Independent Study

**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

## Undergraduate Programs

- Hospitality and Tourism Management, BSBA (<http://catalog.okstate.edu/spears-business/hospitality-and-tourism-management/bsba/>)
- Hospitality and Tourism Management: Beverage Management, BSBA (<http://catalog.okstate.edu/spears-business/hospitality-and-tourism-management/beverage-management-bsba/>)
- Hospitality and Tourism Management: Event Management, BSBA (<http://catalog.okstate.edu/spears-business/hospitality-and-tourism-management/event-management-bsba/>)

## Graduate Programs

### The Master of Science Degree

Admission to the graduate program in Hospitality and Tourism Management is selective and is based on a variety of factors including undergraduate grade-point average, industry work experience, GRE/GMAT score, letters of recommendation and goals of the applicant. Prerequisite courses may be required for students with undergraduate degrees in areas other than hospitality or tourism administration. The master's degree requires a minimum of 32 credit hours for the thesis plan or 32 credit hours for the professionally focused non-thesis plan.

Please visit our Graduate College catalog for more information:

<http://catalog.okstate.edu/graduate-college/masters-degrees/hospitality-tourism-management-ms/>

### The Doctor of Philosophy Degree

The PhD is awarded in Business Administration with an option in Hospitality and Tourism Management. This program focuses on research and prepares researchers, educators, and practitioners to make contributions to hospitality higher education and literature in the hospitality field. The doctoral program requires a minimum of 60 hours beyond the master's degree. The program includes a strong emphasis on research and application of statistical procedures, as well as having

students gain experience in resource generation, knowledge sharing and community engagement.

A customized part-time doctoral degree program is also available for those students, especially educators, who would prefer to pursue their degree without maintaining full-time enrollment on campus.

Competitive graduate teaching and research assistantships, graduate fellowships and tuition waivers are available to qualified applicants.

Please visit our Future Graduate Student page for more information (<https://humansciences.okstate.edu/hum/future-graduate-students/>).

## Faculty

Li Miao, PhD—Charles Lanphere Professor and Interim Director  
**Associate Professor and Interim Graduate Coordinator:** Lisa Slevitch, PhD  
**Professor and Interim Associate Director:** Bill Ryan, EdD, RD/LD  
**Regents Professor and William E. Davis Distinguished Chair:** Hailin Qu, PhD  
**Associate Professors:** Yeasun Chung, PhD; Catherine Curtis, PhD;  
**Assistant Professors:** Chen-Wei Tao, PhD; Stacy Tomas, PhD  
**Professor of Professional Practice :** Steven Ruby, BS, JD  
**Instructor of Professional Practice:** Heidi Hoart, MS  
**Instructor of Professional Practice/Executive Chef:** Mark Cochran, M.Ed, CEC, CFBE, AAC  
**Instructor of Professional Practice/RNDC/NAIFEH Director of Beverage Ed Center:** Tony Collins, MS