

HOSPITALITY AND TOURISM MANAGEMENT

Courses

HTM 1103 Introduction to Hospitality and Tourism

Description: Study of lodging, food and beverage, events, tourism and other service industries 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 2643 Lodging Operations

Description: The organization and administration of lodging operations including front desk operations, housekeeping, laundry, sales/marketing, and other departments common to lodging operations. Exploration of Property Management Systems and related hotel operations/management technology. Previously offered as HRAD 3363 and HRAD 2643.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

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 and front of the house service in a commercial setting with a focus on quality and profitability. Demonstrate proficiency in Point of Sale, reservation systems, and related restaurant operations/management technology and competence in principles of food cost, menu pricing, and staffing. Documentation of the successful completion of the manager version of the ServeSafe Exam required. 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 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 and Production

Description: Planning, and leadership of events. Focus on working with teams, marketing strategies, budget management, program planning and integration of entertainment production into events. 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 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 and Tourism Financial Systems****Prerequisites:** ACCT 2003.**Description:** Hospitality accounting and financial analysis using 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). 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 varieties, 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 3443 Hospitality and Tourism Industry Internship****Prerequisites:** BADM 2111 and instructor permission.**Description:** Supervised experience in an approved work situation related to a future career in the hospitality, travel and tourism, beverage management, event and/or entertainment, or property management industries. Management and supervisory experience in multiple aspects of the 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 Managing The Built Environment****Description:** Planning and management of the built environment with a focus on hospitality, commercial, retail, and multi-family residential venues including outdoor elements, hardscaping, parking systems and green-scaping. Includes integration and coordination of guest services with built environment management processes, maintenance and renovation, insourcing and outsourcing services, emergency/disaster planning, accessibility requirements, and alternative energy sources. Examination of mechanical systems in the built environment, including water, electrical, lighting, HVAC, fire and life safety, vertical transportation, equipment, and systems. 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:** Exploration of the strategic management of a lodging operation in regard to its organization and administration of its various support departments that include front office, revenue management, housekeeping, engineering, security, and convention and meeting services. Facilities management, purchasing, and furnishing, fixtures and equipment concepts are also covered. 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 Culture, Food, Beverage, and Travel****Description:** Exploration of people, cultures, traditions, and places through food and beverage focused travel. Local and global perspectives for understanding the increasing role that food and drink plays in society and travel. The interrelationships of locale, hospitality, economics, and the environment in creating food and drink destinations. 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

Description: Study of franchising from the perspective of the franchisor and franchisee. Focus on contemporary issues and trends in franchise concept development, franchisor-franchisee relationships, legal and contractual issues, advantages and potential risks of franchising, franchisor/franchisee selection criteria, and international franchising. 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: ACCT 2003.

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 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 3813 Principles of Property Management

Description: Characteristics of the professional business of property management including the residential, commercial, and industrial segments. Focus on the property management organization; different types of properties and management procedures; property ownership structures; leasing and landlord tenant laws; marketing and sales of properties; facility management and maintenance; landlord tenant relations and customer service.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Hospitality & Tourism Mgmt

HTM 3833 Leadership Practicum in Property and Real Estate Management

Description: Application of critical thinking skills to solve problems in property and real estate management. Use of work, and other resources, to gain real-world understanding of management and leadership roles in property & real estate management. Supervised experience in a position (paid/volunteer) related to property and real estate management for at least 100 hours during the semester.

Credit hours: 3

Contact hours: Contact: 3 Other: 3

Levels: Undergraduate

Schedule types: Independent Study

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 Legal and Ethical Issues in Hospitality, Travel and Tourism

Description: Examination of legal and ethical standards in lodging, food and beverage, alcoholic beverage management, travel and tourism, events, large venues and entertainment, property management, clubs, cruises and casinos. Focus on creating and maintaining business practices that limit potential liability and enhance ethical decision making. 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 standing.

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

Description: The theories and strategies of beverage management. Focus on responsible alcohol service, control systems, profitability, product selection/procurement, marketing, and facility requirements. 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

Description: Focus on revenue management in hospitality and travel/tourism organizations with specific emphasis on pricing strategies, yield management, 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 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 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 4833 Casino and Gaming Management

Prerequisites: HTM 3283.

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: Undergraduate

Schedule types: Lecture

Department/School: Hospitality & Tourism Mgmt

HTM 4850 Special Topics in Hospitality and Tourism Management

Description: Special course of study related to specific problems in hospitality/travel/tourism. 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

Additional Fees: Business Graduate Program fee of \$6 per credit hour applies.

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 Graduate Education and Research****Prerequisites:** Graduate students only or consent of instructor.**Description:** Systematic introduction to the competencies of graduate education and research in hospitality and tourism education and management. 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 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**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**HTM 5253 Fundamentals of Gaming Management****Description:** Comprehensive overview of the gaming industry in the US and globally through in-depth examination of theoretical and practical components of gaming. Focuses on gaming history, contemporary impacts and issues, as well as application of gaming industry principles in various operational divisions and specializations. Previously offered as HRAD 5253.**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**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**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 and Tourism Human Resources Management****Description:** Key concepts, tools and techniques critical for Hospitality and Tourism Human resource management, including diversity and inclusion in the hospitality workforce, employee development, labor issues, and 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**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.

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 analytical activities. 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 and Tourism Strategic Management

Description: Focus on strategic decision making in hospitality and tourism 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

Additional Fees: Business Graduate Program fee of \$6 per credit hour applies.

HTM 5813 Research Methods and Analytics in Hospitality and Tourism

Description: Scientific methods and current research methodologies and analytical and data visualization techniques as applied to problems in hospitality and tourism management. 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 and Tourism Industry

Description: Special topics related to the hospitality and tourism 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 Current Issues in the Hospitality and Tourism Industry

Description: Special recurring problems in the hospitality and tourism 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

Additional Fees: Business Graduate Program fee of \$6 per credit hour applies.

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 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 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 Doctoral Seminar in Hospitality and Tourism Management

Description: Study of the latest developments in hospitality 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