

Sport, Tourism and Hospitality Management (STHM)

Course information contained within the Bulletin is accurate at the time of publication in June 2025 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

STHM 5001. Sport and Entertainment Industry Research Experience. 3 Credit Hours.

This course will explore current research related to the sport and entertainment industries, including (but not limited to) topics related to sociocultural issues (e.g., racism, sexism, homophobia, trans athletes), college athletics, professional sport, sport governance, sporting events, and entertainment management in preparation for the case study competition(s).

Repeatability: This course may be repeated for additional credit.

STHM 5111. Applied Research. 3 Credit Hours.

The course equips the student with an understanding of the process of pure and applied research and the scientific method, including an introduction to statistics and computer applications. It prepares the student to analyze critically the scientific literature of sport, recreation, tourism, hospitality, and leisure. The course will address the major ways of conceptualizing and designing research, and acquiring, interpreting, and disseminating data. It will focus on applied research, with the expectation that the students will learn the practical application of research uses in the professional setting.

Repeatability: This course may not be repeated for additional credits.

STHM 5411. Management of Organizations. 3 Credit Hours.

The course addresses the basic functions of management as they pertain to the administration of organizations that function in primarily service industries like those represented by STHM. Management theory, principles, current issues, and problem areas will be addressed as they apply to all levels of programs and in all types of organizations, including public, private, and voluntary.

Repeatability: This course may not be repeated for additional credits.

STHM 5413. Financial Management. 3 Credit Hours.

The course will analyze managerial accounting and financial management, along with management strategies for financing ventures and expansion. Topics will include accounting systems and internal control, financial statement analysis and interpretation, operational analysis, cost behavior, budgeting and forecasting, pricing and feasibility analysis. Computer applications will be highlighted.

Repeatability: This course may not be repeated for additional credits.

STHM 5415. Service Marketing. 3 Credit Hours.

The marketing mix (promotions, public relations, sales, advertising, operations, pricing) as applied to various settings will be analyzed, as well as marketing segmentation and targeting. The application of the principles specific to service marketing will be a primary focus of the course, which will employ case study methods in addition to traditional content delivery. Current issues and problem areas associated with marketing and public relations will be analyzed.

Repeatability: This course may not be repeated for additional credits.

STHM 5483. Readings and Conferences. 1 to 3 Credit Hour.

This course provides an opportunity for students to engage in extensive readings in the literature, under the direction of a faculty advisor, into topics not covered in other courses in the curriculum. Students must present a written proposal to a faculty advisor explaining why they wish to engage in additional readings in the literature as a part of their graduate degree program. The student will meet periodically on an arranged basis with the faculty advisor to discuss the readings.

Repeatability: This course may be repeated for additional credit.

STHM 5501. Patient-Centered Service Excellence. 3 Credit Hours.

This course focuses on the core principles underlying organizational behavior, human resource management, and patient-centered service excellence. By exploring the principles and practices of patient-centered service excellence and emphasizing the delivery of high-quality care that prioritizes patient needs, preferences, and outcomes, students will examine the importance of clinical outcomes, patient satisfaction, and managing human resources effectively. Through a combination of theoretical concepts, interactive discussion, and practical exercise, students will develop the management competencies necessary to excel in patient-centered service and leadership.

Repeatability: This course may not be repeated for additional credits.

STHM 9001. Research Seminar. 3 Credit Hours.

Methodologies and techniques for the scientific investigation of tourism will be discussed. Trends in the history of tourism research will be identified through a critical analysis of the literature. Quantitative methods for tourism analysis will be discussed. The dissertation process will be highlighted, with preliminary development of a dissertation proposal being required.

Repeatability: This course may not be repeated for additional credits.

STHM 9002. Seminar in Theory Development: Tourism and Sport Concepts. 3 Credit Hours.

The impacts of tourism on both the host and guest will be discussed. Major theoretical approaches for understanding (a) tourism behavior and (b) tourism impacts will be addressed. Tourism theoretical foundation and the empirical record of tourism impacts will be related to tourism planning, development, and policy formulation.

Repeatability: This course may not be repeated for additional credits.

STHM 9003. Sem:Tour/Hosp Mgt/Ebus. 3 Credit Hours.

Electronic business and the Internet have impacted the tourism industry, especially the role of managers and management decisions, tremendously. This course will discuss the various business models that are used, highlight the successes and failures of these models, and strategize for disseminating the information to future managers.

Repeatability: This course may not be repeated for additional credits.

STHM 9004. Seminar in Culture and Communication. 3 Credit Hours.

This course focuses on the study of culture and communication in the context of tourism and sport. It draws on a growing body of cross-cultural research to examine ways in which cultural factors influence human behavior and communication, and interact in the development of such concepts as perception, identity, emotion, authenticity, interpretation, meaning, etc. In what ways are we alike? In what ways are we different? Why? The course explores world views, cultural values, relationships, communication theories and practices, and other topics in order to provide a context for understanding the differences in human behavior and communication and what those differences tell us about ourselves and others and, in particular, our experiences. The understanding of culturally different human behavior and communication presents a global challenge to the tourism and sport industry in the 21st century.

Repeatability: This course may not be repeated for additional credits.

STHM 9090. Special Topics in Tourism and Sport. 1 to 3 Credit Hour.

This seminar is designed to provide an in-depth exploration of special topics, current issues, and trends in tourism and sport as they relate to topics such as interpretation of international multiculturalism; concepts of strategic management; the use of information technology and its impact on destinations; competitive strategy and marketing; environmental trends, planning, and development; policy formulation; and the social and economic impact of tourism and sport. Relevant industry problems and issues facing management and personnel in the related industries are discussed.

Repeatability: This course may be repeated for additional credit.

STHM 9482. Independent Study. 3 Credit Hours.

This course provides an opportunity for students to engage in systematic investigations, under the direction of a faculty advisor, into topics not covered in other courses in the curriculum. Students must present a written proposal to a faculty advisor explaining why they wish to undertake an independent study course as a part of their graduate degree program.

Repeatability: This course may be repeated for additional credit.

STHM 9795. Master's Continuation. 1 Credit Hour.

For master's candidates in the final stages of their program after coursework completion. Taken by arrangement with School adviser/coordinator. Satisfies continuous registration requirement in the final semester.

Repeatability: This course may not be repeated for additional credits.

STHM 9982. Independent Research. 2 to 12 Credit Hours.

This course provides an opportunity for students to engage in independent formal research, under the direction of a faculty advisor, into research questions which are not covered in other courses in the curriculum. Students must present a written proposal to a faculty advisor explaining why they wish to conduct independent formal research as a part of their degree program.

Repeatability: This course may be repeated for additional credit.

STHM 9994. Preliminary Examination Preparation. 1 Credit Hour.

This course is designed for those doctoral students who have completed all of the prescribed courses, but have not completed their doctoral comprehensive exams. Students will work with a doctoral advisor to develop a plan of study to prepare for the doctoral comprehensive exams.

Repeatability: This course may be repeated for additional credit.

STHM 9995. Master's Project. 3 Credit Hours.

Sessions will be scheduled by arrangement with the Master's Project adviser. The Master's Project is limited to those who plan to earn the master's degree by completing a project.

Repeatability: This course may be repeated for additional credit.

STHM 9996. Master's Thesis. 3 or 6 Credit Hours.

Sessions will be scheduled by arrangement with the Master's Thesis adviser. The Master's Thesis is limited to those who plan to complete the master's degree by writing a thesis.

Repeatability: This course may be repeated for additional credit.

STHM 9998. Pre-Dissertation Research. 1 to 3 Credit Hour.

This course is designed for those doctoral students who have completed their doctoral Preliminary exams but who have not completed their dissertation proposal. Students will work with their assigned dissertation advisor to develop a plan of study leading to the approval of their dissertation proposal..

Repeatability: This course may be repeated for additional credit.

STHM 9999. Doctoral Dissertation. 1 to 9 Credit Hour.

This course is designed for those doctoral students who have completed their dissertation proposal. Students will work with their assigned dissertation advisor and their dissertation steering committee to conduct the study outlined in the dissertation proposal. Students must remain registered for Doctoral Dissertation until the dissertation is approved by the examination committee at an oral defense, and the final copies of the dissertation are registered in the Graduate School.

Repeatability: This course may be repeated for additional credit.