Sport, Tourism and Hospitality Management (STHM)

Course information contained within the Bulletin is accurate at the time of publication in August 2023 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

STHM 0827. Dimensions of Diversity: What’s Brewing in the Melting Pot?. 3 Credit Hours.
Are we really living in a melting pot? How important are the differences and similarities among individuals? The purpose of this course will be to focus on a variety of issues related to the nature of personal and cultural identity within a diverse American society. Specifically, this course will explore critical factors that shape one’s place or standing in society (e.g., race, disability, age, gender, and sexuality). The meaning and significance of these dimensions will be explored as they relate to the societal and technological complexities of the 21st Century. The best practice and research in racism, inequality, and social injustice in industries such as sport, leisure, tourism and healthcare will be explored. NOTE: This course fulfills the Race & Diversity (GD) requirement for students under GenEd and Studies in Race (RS) for students under Core.

Course Attributes: GD

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

STHM 0857. Sport & Leisure in American Society. 3 Credit Hours.
Explore the complexity and diversity of American society through the study of sport and leisure. To what extent does the way we play or spectate sports, the way we plan or experience leisure time, reflect American values? As we trace a brief history of the United States through the lens of sport and leisure, we will observe how concepts of freedom, democracy and equality are tested through time. Issues of race, ethnicity, gender, age, disability, and socio-economic class will be prominent as we observe American ideals both upheld and contradicted in the context of the way Americans recreate. NOTE: This course fulfills the U.S. Society (GU) requirement for students under GenEd and American Culture (AC) for students under Core. Student cannot receive credit for STHM 0857 if they have successfully completed AAAS 0857, AAS 0857, SOC 0857 or REL 0957.

Course Attributes: GU

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

STHM 1001. STHM First Year Seminar. 1 Credit Hour.
The first few weeks of college can feel overwhelming with new responsibilities to manage. This course will assist new students in transitioning to the college learning environment by providing access to experts, resources and important skill sets. This course is designed as an intensive, seven-week course that meets weekly with a focus on student self-reflection, awareness and discussion.

Class Restrictions: Must be enrolled in one of the following Classes: Freshman 0 to 29 Credits.
Level Registration Restrictions: May not be enrolled in one of the following Levels: Graduate.

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

STHM 1113. Foundations of Experience Design and Management. 3 Credit Hours.
This course is an introduction to the nature, scope, and significance of the experience industries and design through the context of sport, hospitality, events, tourism, and related industries. The course will address the conceptual foundations, basic analytical tools, economic significance, current trends, and socio-cultural impacts of the experience economy. Students will be introduced to and learn how to use basic experience design techniques in sport, hospitality, events, tourism, and related contexts. Note: Prior to Fall 2023, this course was titled “The Business of Leisure.”

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

STHM 1115. Foundations of Excel for Sport and Tourism. 1 Credit Hour.
The purpose of this course is to provide a foundational understanding of Excel. This course will prepare students to utilize the tools and features of Excel for their sport, recreation, tourism, hospitality, events, and entertainment courses, internships, and careers. Specifically, students will learn how to use Excel’s calculation/computation capabilities, graphing tools/pivot tables, and advanced statistical capabilities with data from the sport, recreation, tourism, hospitality, events, and entertainment industries.

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

STHM 1220. Special Topics. 1 to 3 Credit Hour.
Variable content course with course titles and description subject to change.

Level Registration Restrictions: May not be enrolled in one of the following Levels: Graduate.

Repeatability: This course may be repeated for additional credit.
The Career Exploration and Development course will prepare students to search and apply for their Internship I course, develop skills and readiness for the professional workplace, and explore career possibilities in the fields related to sport, recreation, tourism, and hospitality management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.  
Level Registration Restrictions: Must be enrolled in one of the following Levels: Undergraduate.  
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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

Pre-requisites: Minimum grade of C- in STHM 1113.

STHM 2114. Leisure and Tourism for a Diverse Society. 3 Credit Hours.
This course emphasizes leisure, sport, recreation, tourism, and hospitality services for a multi-cultural, multi-racial, multi-ethnic society, as well as for persons with disabilities. As the course explores the significance of play, recreation, and leisure throughout the life span, it will focus on the impact of leisure delivery systems on diverse populations within our society. Implications of personal biases will be a thread throughout the course.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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

STHM 2401. Foundations of Event and Entertainment Management. 3 Credit Hours.
This course provides an in-depth and comprehensive analysis of the global events and entertainment industries. Topics will include the feasibility, viability and sustainability of the event process, the strategic planning process, business development, human resource management, finance and budgeting, event creation and event orchestration, communications, and career development aspects of event leaders.

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

STHM 3185. Internship I. 3 Credit Hours.
Internship I is a part-time practical work experience that STHM students complete after reaching sixty (60) credits. The minimum 180-hour internship is a supervised industry-specific (i.e., sport, recreation, events, tourism and/or hospitality) experience that coincides with the full length of the academic semester. The experience provides students the opportunity to apply classroom learning theory to a practical workplace setting related to their major; to immerse themselves in a professional work environment; and gain valuable industry experience that will prepare them for entry into their senior internship and beyond. Internships are coordinated and approved in collaboration with the STHM Center for Industry Engagement (CIE). Students must gain approval from the CIE prior to beginning the internship process.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.  
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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

Pre-requisites: Minimum grade of C- in STHM 2001 and (BA 2104 or STHM 1115)

STHM 3411. Program and Special Event Planning. 3 Credit Hours.
This course presents a sequential model of the program and event planning process with particular focus upon the role of the servant leader. The course includes a strong theoretical foundation, formulation of philosophy and goals; needs assessment; selection and design of special program and/or one-time event elements; implementation; and evaluation. Different program and special event formats, including fairs, family reunions, festivals, recreation events, sporting events, meetings, conferences, social events, and grand openings, with different levels of leadership involvement will be discussed.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.  
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.
STHM 3420. International/Domestic Travel Immersion Experience. 3 Credit Hours.
This is a specially designed course that includes educational/experiential trips to sport and tourism destinations. It offers students a unique opportunity to study characteristics and issues specific to the international aspects of the local tourism and hospitality, sport and recreation management industries and destination marketing associations. While abroad, students will visit businesses, companies, and universities; meet leading executives and government/tourism officials; visit sport and recreation facilities; and participate in cultural tours (to museums, theaters, dance performances, the performing arts, and historic parks, trade and art/craft exhibitions). In addition to entertainment, it would indulge students to experience the cultural heritage, ambiance, hospitality, leisure lifestyles, and excitement of the world’s great countries and cities globally. The course will help students to develop a better understanding of the global marketplace environments, local cultures, and their identities. (The ideal student would draw upon the body of knowledge based on the concepts of sustainability, global issues and cultural awareness, as well as management and marketing.)

Course Attributes: SI

Repeatability: This course may be repeated for additional credit.

STHM 3424. Business of Social Events and Weddings. 3 Credit Hours.
In the Global Event Industry, over 7 million social events and weddings take place every year. While event operations remain consistent, the success of these events relies heavily on the creative and design process. This course, through a creative and designer lens, will focus on the planning and cultural significance of social life-cycle events (graduations, engagement parties, etc.), social events (galas, golf outings), and weddings.

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

STHM 3425. Event and Entertainment Operations. 3 Credit Hours.
The execution of events follows a very complex model with many moving parts. This course analyzes the process for executing an event from concept and pre-production to implementation and onsite logistics management and measurability. The course content builds on a planning and project management framework and considers elements of logistics, risk management and sustainability.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Course Attributes: SI

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

Pre-requisites: Minimum grade of C- in STHM 2401.

STHM 3426. Entrepreneurship in Sport, Recreation, Tourism, and Hospitality. 3 Credit Hours.
Examines the management of private business ventures, including an in-depth examination of commercial enterprises as a profit-making business and a survey of small business components. A completed business proposal will be required.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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

STHM 3428. Event and Entertainment Revenues. 3 Credit Hours.
The financial sustainability of an event requires the adoption of a complex revenue model that extends beyond traditional sources of income (e.g., ticket sales). Consideration of alternate revenue sources such as sponsorship, fundraising and ancillary incomes are a requirement for successful event execution. This course will educate and apply principles of alternate revenue development. Revenue sources including sponsorship, fundraising and ancillary income will be presented and discussed. Throughout this course, students will learn through practical scenarios from real-life case studies, readings, lectures, discussions and industry professionals as guest speakers.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

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

STHM 3429. Entertainment Management. 3 Credit Hours.
For many events, live performances (e.g. orchestra, band, dance, theater, etc.) are a core or key element of the event program. Event planners need to understand aspects of live performance production and the skills needed for success. The primary focus of this course, therefore, will be agency negotiations, contract and rider management, staff management as well as audiovisual management.

Repeatability: This course may not be repeated for additional credits.
STHM 3482. Independent Study. 1 to 3 Credit Hour.
This course provides an opportunity for students to engage in systematic investigations, under the direction of a faculty advisor.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may be repeated for additional credit.

STHM 4112. Senior Professional Development Seminar. 3 Credit Hours.
Senior Professional Development Seminar leverages previous professional development experiences in personal skill assessment, networking, industry hours, and Internship I. In this course students will critically analyze advance workplace issues, evaluate skill sets for diverse career options, and strategically utilize and apply career technology tools. Other course topics include the importance of group dynamics, emotional intelligence, and creativity and innovation in the workplace.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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

Pre-requisites: Minimum grade of C- in STHM 3185.

STHM 4185. Internship II. 3 to 12 Credit Hours.
Internship II is the second internship requirement completed as a culminating practical experience. Students complete a full-time, school-supervised, and industry-specific internship (i.e. sport, recreation, event, tourism and/or hospitality) that aligns with the full length of the semester. This experiential learning component links classroom theory through the acquisition of knowledge in an applied work environment. The internship must provide, at minimum, an entry-level, managerial-preferred, career-specific experience that develops workplace competencies sought by employers when hiring and recruiting talent. Internships are coordinated and approved in collaboration with the STHM Center for Industry Engagement (CIE). Students must gain approval from the CIE prior to beginning the internship process.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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

Pre-requisites: Minimum grade of C- in STHM 3185.

STHM 4191. Senior Project. 3 Credit Hours.
The culminating written project agreed upon by the University and agency supervisors.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Co-requisites: STHM 4185.

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

Pre-requisites: Minimum grade of C- in STHM 3185.

STHM 4401. Digital Portfolio Creation. 3 Credit Hours.
Students will create an online digital portfolio. A portfolio showcases both student achievement and student learning over their time at STHM. The Digital Portfolios will provide a window into student learning of both theory and experiential projects.

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

STHM 4415. The Event Experience. 3 Credit Hours.
This experience-based course will implement the principles of event and entertainment management. This course will provide students comprehensive insight into the facilitation of hands on event management. The experience course provides an experiential learning opportunity as students will develop, plan and execute an official STHM school event.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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

Pre-requisites: Minimum grade of C- in STHM 2401 and STHM 3425.
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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may be repeated for additional credit.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.
Student Attribute Restrictions: Must be enrolled in one of the following Student Attributes: Dissertation Writing Student.

Repeatability: This course may be repeated for additional credit.