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 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.

STHM 2001. Career Exploration and Development Seminar. 1 Credit Hour.
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. Diversity, Equity and Inclusion in Experience Industries. 3 Credit Hours.
Diversity, Equity and Inclusion (DEI) strategies have become an important thread in the fiber of all organizational experiences impacting consumers as well as employees. This course will expose students to cutting-edge diversity, equity and inclusion strategies that influence day-to-day DEI decision-making related to community engagement, consumer insights, supplier diversity, and workforce management and development. NOTE: Prior to fall 2024, this course was titled "Leisure and Tourism for a Diverse Society."

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

STHM 2117. Applied Research for Experience Industries. 3 Credit Hours.
This course will examine the ways research is used to make industry decisions within the sport, entertainment, hospitality, and events industries. Topics will include problem identification, the logic of research, qualitative and quantitative research designs, data analysis, ethical considerations, and the effective communication of research results. Written and oral communication skills, as well as the use of data analysis software, will be stressed. This course was previously offered as SRM 2217 Research in Sport and Recreation.

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 1115 or BA 2104)

STHM 2209. Employee Engagement in Experience Industries. 3 Credit Hours.
This course explores human capital management concepts including talent management, employee motivation, workforce effectiveness, and productivity optimization. Emphasis will be placed on experience industries as labor-intensive, customer-focused, and team-driven work environments that require people to work together to achieve set outcomes. This course focuses on skills development in performance management, employee engagement, teamwork, and motivation in the work context of experience industries.

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

STHM 2216. Venue and Entertainment Management. 3 Credit Hours.
Live performances and elements (e.g., orchestra, band, dance, theater, promotional activities, etc.) are a core element of entertainment and event programming. Planners must understand aspects of live performance production and the skills needed for success. Therefore, this course's primary focus will be agency negotiations, contract and rider management, staff management, audiovisual management, and venue management.

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 3201. Financial Management in Experience Industries. 3 Credit Hours.
This course is designed to provide students with knowledge of the fundamental concepts and tools that represent the core of financial management. The course will particularly emphasize the financial function and issues in the experience economy and will provide the student with applications of financial concepts in the context of sport, entertainment, hospitality, event, recreation, and tourism management.

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 ACCT 2501 and (ECON 1101 or ECON 1102)

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: Must be enrolled in one of the following Classes: Senior 90 to 119 Credits, Senior/Fifth Year 120+ 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.

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.

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

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

STHM 4496. Global and Ethical Issues in Experience Industry. 3 Credit Hours.
The purpose of this course is to examine current issues that are of concern to administrators in the experience economies of Sport, Tourism, Hospitality, Event, and Entertainment Management. The student will gain a basic understanding of these issues and develop appropriate strategies for effectively dealing with these issues/problems. Students will be encouraged to take advocacy positions on certain issues that are addressed. The course will build on the competencies students have already developed in their earlier courses, which introduced them to current issues; professional ethics, rights and responsibilities; concepts of morality; theories of ethics; ethical behavior; and ethical codes.

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

Course Attributes: WI

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

Pre-requisites: Minimum grade of C- in (SEM 3296 or THE 3396)