Sport, Tourism and Hospitality Management (STHM)

Courses

**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

**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

**STHM 1113. The Business of Leisure**. 3 Credit Hours.
This course is an introduction to the nature, scope, and significance of the leisure services-based industries of hospitality, recreation, sport and tourism. The course will address the conceptual foundations, economic significance, current trends, and socio-cultural dimensions of hospitality, recreation, sport, and tourism, in the context of leisure and business in contemporary society. Note: Prior to fall 2015, the course title was “Foundations of Leisure.”

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

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:
STHM 1113|Minimum Grade of C-|May not be taken concurrently.

**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 Leadership. 3 Credit Hours.
This course provides an in-depth and comprehensive analysis of the global events industry. 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.
Students will be assigned to an industry agency to complete 180 hours of professional experience. The agency will be selected through cooperation between the student, the School Internship Coordinator and an agency supervisor.

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 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 3415. Meetings, Conference, and Convention Management. 3 Credit Hours.
The meetings, conference and convention industry has long been recognized as a major market sector in the tourism and hospitality industry, and is one of the fastest growing in the industry. This course will provide students insight into its complex and diverse nature as represented in the diversity of operational aspects it covers: accommodation management, food and beverage management, tourism destination marketing, technical services, front office, facility marketing and sales, risk management, and project management.

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:
STHM 3412|Minimum Grade of C-|May not be taken concurrently
OR STHM 2401|Minimum Grade of C-|May not be taken concurrently.

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.)

Repeatability: This course may be repeated for additional credit.

STHM 3425. Event 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.

Repeatability: This course may not be repeated for additional credits.
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. Sponsorship, Fundraising and Ancillary Revenue Sources in Event Management. 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 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.
The purpose of this class is to expose the students to a model of organizational structure in the sport, recreation, tourism, hospitality, and leisure services profession through simulated experiences. The class is designed with a president, departments, and staff roles. These roles are designed to represent the interactions that take place with various constituencies needed to enhance sport, recreation, tourism, and hospitality education and opportunities.

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:
STHM 3185|Minimum Grade of C-|May not be taken concurrently.

STHM 4185. Internship II. 10 or 12 Credit Hours.
After having completed the student's last semester of classes, and taken in conjunction with STHM 4191 (0381). The student must complete 600 hours with an industry agency. NOTE: The requirements of this experience are addressed in the School's senior internship manual (which is distributed in STHM 4112 [0370]).

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.

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.