SCHOOL OF HOTEL, RESTAURANT AND TOURISM MANAGEMENT

Undergraduate Program Information
The School of Hotel, Restaurant & Tourism Management is committed to the broad land-grant mission of New Mexico State University. The school’s mission is to serve the needs of our constituents through innovative teaching, research, service, professional applications and partnerships in a multi-cultural and international environment.

This bachelor degree program prepares students for supervisory and management positions in all areas of the diverse and growing hospitality and tourism industry. The program also provides a foundation for continuing development to advance to more senior management or to pursue entrepreneurial opportunities. In this service-oriented, professional program, faculty, students and industry partners bring together theory and practice to forge hospitality management excellence. The curriculum is designed to educate students as individuals and professionals in a changing society. Students take a core curriculum featuring courses in a broad spectrum of skills and knowledge needed for industry and personal success. They develop an individual plan with a faculty mentor for selecting professional elective courses based on their interests. A grade of C- or better must be earned in each upper-division HRTM class to satisfy the requirement of the major.

Students are required to participate in an internship program that is offered only after completion of 400 hours of hospitality work experience. The internship sequence consists of three, one-credit courses: HRTM 307 Professional Development, HRTM 408 Hospitality Internship, and HRTM 409 HRTM Internship Seminar and includes another 400 hours in the field, normally the summer between the student’s junior and senior year. The HRTM 408 course is a prerequisite for several of the student’s final 400-level courses. Thus, at the end of both the work experience practicum and the internship, students will have completed a minimum of 800 hours professional work experience in the field.

Special Features of the School of Hotel, Restaurant, and Tourism Management
The School of Hotel, Restaurant and Tourism Management provides excellent opportunities for experiential learning. Students take hands-on food and beverage and meetings and events courses in the 100 West Café and Bobby Lee Lawrence Academy of Wine. The Hospitality Technology Lab seats 39 for courses using hospitality simulation and general software programs.

The School of HRTM has a special relationship with the NMSU Courtyard by Marriott hotel and Total Management Systems, Inc. to provide educational opportunities for our students. Corporate executives and property managers are frequent guest speakers in classes. Part-time jobs, internships, and management opportunities are available at the property as well as the company’s other locations throughout the state.

The School houses the Marriott Hospitality Futures Center. The center is funded through a grant by the J. Willard and Alice S. Marriott Foundation. A newly refurbished office suite has been designated to allow the campus and surrounding community to discover the many opportunities available when exploring a career in hospitality. It will include facilitated workshops, and a strong dedication to outreach throughout New Mexico, El Paso, and the surrounding areas to student groups, public schools, and our industry partners. The HRTM’s Annual Career Fair brings 25 – 30 companies to campus each February to interview students for jobs, internships, management training programs and other career opportunities. Many recruiters come to campus at other times of the year as well.

Trips to major industry trade shows throughout the country and field trips to major properties are only a few of the professional activities available to our students. HRTM's Faculty Led International Program (FLIP) takes students to Florence, Italy each summer. The School's National Society for Minorities in Hospitality chapter is extremely active and represents HRTM at many college, university, and national activities. Other student organizations include Eta Sigma Delta, Delta Sigma Pi, College Ambassadors, and Peer Mentors.

Graduate Program Information
Students can earn a Master of Science degree in Family and Consumer Sciences with an emphasis in Hotel, Restaurant and Tourism Management (HRTM). Students can complete the program on campus or completely online through NMSU Online. The emphasis in HRTM combines both coursework and research to expand the student's knowledge, abilities, and problem-solving skills.

Students begin the program by learning about the current trends in a wide range of hotel, restaurant and tourism academic research areas. Students also take graduate classes that apply to their chosen area of specialization. Some students focus on general hospitality management. However, most choose an area of interest such as tourism, foodservice, hotel operations, culinary arts, destination management, revenue management, sales and marketing, hospitality or culinary education, beverage management, vacation ownership, hospitality information systems, or human resource management/training. Some of our students are hospitality educators who may desire to take specialization courses in online teaching or educational technology.

Students with undergraduate degrees in closely related fields (including Business, Information Technology, Food Science, Culinary Arts, and Education) are strongly encouraged to apply as are students from under-represented groups and international students. We also welcome applications from non-traditional applicants who have work experience in the hotel, restaurant and tourism business. These students bring unique views to our program and strengthen our breadth and diversity.

In addition to the Graduate School requirements, the admissions criteria for the Department of Family and Consumer Sciences Graduate Program include letters of reference, standardized test scores, and other materials. Suggested departmental deadlines for review of admission materials are six weeks prior to the first day of the semester of desired start. Please obtain a complete description of admission requirements from the department.

A minimum of 30 credits (including 4-6 credits of thesis) is required under the thesis plan. A non-thesis plan is available that requires a minimum of 32 credits of course work with a written comprehensive examination. Both plans require a final oral examination. Students will take 3 credits of statistics and 3 credits of research methodology at the graduate level. Students without work experience in HRTM will complete a paid internship in their area of specialization. Prior to the completion of 12 credits, the student will form a program advisory committee and determine the appropriate courses for the degree work.
There are a limited number of graduate teaching assistant positions available for HRTM emphasis students.

**Degree for the Department**

**Hotel, Restaurant and Tourism Management - Bachelor of Science**

**Hotel, Restaurant and Tourism Management - Undergraduate Minor**

**Director** - Jean Hertzman

**Professors** - Priscilla Bloomquist; Jean Hertzman; Keith Mandabach; Betsy Stringam **College Assistant Professors** - Daren Bloomquist; Julie Correa; John Hartley; Peter Mitchell

**Hotel, Restaurant and Tourism Management Courses**

**HRTM 1110. Freshman Orientation**
1 Credit (1)
Orientation to university life, including available resources and methods to promote success at NMSU. Open to all freshmen and transfer students. Graded S/U.

**HRTM 1120. Introduction to Tourism**
3 Credits (3)
Survey of travel and tourism development and operating characteristics.

**HRTM 1130. Introduction to Hospitality Management**
3 Credits (3)
Overview of the major segments of the hospitality industry, with a focus on basic management principles.

**HRTM 2110. Safety, Sanitation and Health in the Hospitality Industry**
1 Credit (1)
Addresses public health, HACCP, and food safety responsibilities in the hospitality industry. Sanitation certification test allows students to receive national ServSafe Food Protection Manager Certification. Restricted to Las Cruces campus only.

**HRTM 2120. Food Production and Service Fundamentals**
3 Credits (1+4P)
Basic overview of food service systems including menu management, purchasing and production. The course includes basic principles of food fabrication and production. Topics include knife skills, culinary terminology, product identification, quality standards, nutritional cooking theory and application of food preparation techniques. The course includes laboratory aspects and demonstration of basic food production techniques, service styles, practices and procedures in food service operations including culinary math. This course provides students with an understanding of food service sanitation and culinary nutrition. Completion of a national certification examination is required. Students who have not completed HRTM 2110 before enrolling in the course must have proof of valid ServSafe Food Protection Manager certificate. Restricted to Las Cruces campus only. Prerequisite(s)/Corequisite(s): HRTM 2110

**HRTM 2130. Hotel Operations I**
3 Credits (3)
Analysis of hotel operations to include: guest services, reservations, reception, guest/city ledger and the night audit. May be repeated up to 3 credits. Restricted to Las Cruces campus only. Prerequisite(s): HRTM 1130.

**HRTM 2210. Introduction to Hotel Management**
1 Credit (1)
Focuses on hotel management and some historical antecedents through focused reading, discussion and film.

**HRTM 235. Hotel Operations I**
3 Credits (3)
Analysis of hotel operations to include: guest services, reservations, reception, guest/city ledger and the night audit. May be repeated up to 3 credits. Restricted to Las Cruces campus only. Prerequisite(s): HRTM 221.

**HRTM 2996. Special Topics**
1-4 Credits
Specific subjects and credits to be assigned on a semester basis for both lecture and laboratory assignments. May be repeated for a maximum of 4 credits. Prerequisite: consent of instructor.

**HRTM 301. Hotel, Restaurant, and Tourism Marketing**
3 Credits (3)
The development of effective marketing programs for hospitality service organizations. Prerequisites: HRTM 1130

**HRTM 302. Hospitality Management Accounting**
3 Credits (3)
Specialized accounting for hotel revenue and expenses; accounting for inventory, property, and equipment; hospitality payroll accounting; hotel departmental financial statements; income statement, balance sheet, and statement of cash flows; the analysis of financial statements; interim and annual reports; budgeting expenses; forecasting sales; budgetary reporting and analysis; and financial decision making. Prerequisite: ACCT 2110.

**HRTM 304. Hospitality and Travel Law**
3 Credits (3)
Specialized applications of the law to the hospitality and tourism industry. Prerequisite: Prerequisites: HRTM 1130

**HRTM 307. Professional Development**
1 Credit (1)
Covers essential elements of career management including preparation for a successful internship. Restricted to majors. Graded S/U.

**HRTM 311. Hospitality Leadership Management**
3 Credits (3)
Examines modern leadership theory in the context of the hospitality industry. Connects contemporary leadership topics to their historical antecedents through focused reading, discussion and film. Prerequisites: HRTM 1130 and HRTM 1120.

**HRTM 363. Quantity Food Production and Service**
4 Credits (1+6P)
Covers quantity food production and service including cooking concepts, sanitation and safety, teamwork, dining room service, and management responsibilities. Students will apply this knowledge developing product for sale in a student run restaurant. Proof of current ServSafe Food Protection Manager or NM Food Handler certification required. May be repeated up to 4 credits. Prerequisite(s): HRTM 2120.

**HRTM 408. Hospitality Internship**
1 Credit (1)
Hospitality and tourism professional work experience for HRTM majors only. Restricted to majors. Prerequisite: HRTM 307 and consent of instructor.
HRTM 409. HRTM Internship Seminar
1 Credit (1)
A case based approach to analyzing internship experiences. Students will write case studies about specific business issues they encountered during HRTM 408 (Internship) and analyze them. Restricted to majors.
Prerequisite(s): HRTM 408.

HRTM 410. Hospitality Cost Control
3 Credits (3)
Familiarizes students with all aspects of cost control including financial data entry and hospitality accounting practices, financial report production, analysis and problem solving. Students will learn to understand the roles of the various stakeholders (owners, managers, employees and customers.) Provides tools needed to communicate effectively about global financial issues affecting the hospitality business. May be repeated up to 3 credits.
Prerequisite(s): HRTM 302, HRTM 363.

HRTM 412. Beverage Management
3 Credits (3)
Survey of all aspects of beverage management, including wine/beer/distilled spirits origins and trends, cost control, bar management, beverage purchasing, and wine appreciation. May be repeated up to 3 credits.
Prerequisite(s): HRTM 363.

HRTM 413. Restaurant Operations Management
4 Credits (1+6P)
Provides a detailed understanding of the processes of restaurant operations management. Students are expected to increase kitchen and service technical skills, develop and cook from recipes, develop a personal leadership style, understand food and wine pairing, and supervise front and back of the house operations. Provides the opportunity to perform a detailed analysis of a food and beverage operation. Proof of valid ServSafe Food Protection Manager or NM Food Handler certification and current NM Alcohol Server certification required. May be repeated up to 4 credits.
Prerequisite(s): HRTM 363.

HRTM 414. Wine Appreciation
3 Credits (3)
An experiential examination of wine through lectures, guest speakers and focused tasting of wine and food. Topics include viticulture, wine making varietals, terroir, wine service, tasting and evaluation techniques, and food pairings. Student must be at least 21 years old. May be repeated up to 3 credits. Consent of Instructor required.
Prerequisite(s): Consent of instructor.

HRTM 415. Hotel, Restaurant and Tourism Industry Purchasing, Selection, and Procurement
3 Credits (3)
Purchasing methods for the hotel, restaurant and tourism industries based on standards of quality, grade, care, and storage for food and nonfood supplies. Purchasing, installation, operation, and care of large foodservice equipment.

HRTM 420. Club Management and Marketing
3 Credits (3)
Provides an understanding of the general operational and administrative procedures practiced in private clubs from a marketing perspective with a special emphasis on managing and marketing club food and beverage operations and service. It will provide the professional golf management and hospitality students with the unique sensitivities required in managing and operating in the increasingly lucrative club management market.

HRTM 430. Hospitality Facilities Management
3 Credits (3)
Exploration of the engineering and maintenance requirements specific to the hospitality industry. Emphasis on environmental issues, renovation and management of the physical plant. May be repeated up to 3 credits.
Prerequisite(s): HRTM 2130, HRTM 408.

HRTM 431. Hotel Operations II
3 Credits (3)
The duties and administration of a hotel front office, including housekeeping. Additional focus on the procedures of reservations and night audit. Students also gain exposure to property management systems. May be repeated up to 3 credits.
Prerequisite(s): HRTM 2130.

HRTM 432. Hotel Revenue and Sales Management
3 Credits (3)
Examines methods used for profitably managing capacity, including dynamic pricing and allocation of the rooms inventory across market segments to maximize revenues. Focuses on the integration of revenue management principles with information technology, management, marketing and sales concerns at the property and market level. May be repeated up to 3 credits.
Prerequisite(s): HRTM 2130.

HRTM 434. Senior Capstone Experience
3 Credits (3)
Synthesizes all previous work. Students apply multi-disciplinary principles to the analysis of hospitality business cases and tourism problems.
Prerequisite: HRTM 408.

HRTM 435. Resort Management
3 Credits (3)
This course introduces students to the operation and management of full service resort properties, including the management of resort recreational amenities.
Prerequisite(s): HRTM 2130 or consent of instructor.

HRTM 436. Sustainability in the Hospitality Industry
3 Credits (3)
This course provides a summary and definition of the concept and roots of sustainability and climate change as well as their impact and effect on the hospitality industry while providing the rationale for sustainable development for the industry. A review of environmentally sound management strategies for all operational management areas ranging from eco-design, energy, waste and water management, food security, sourcing of agricultural products leads to a detailed strategy for planning and evaluating the sustainability of a hospitality operation in terms of corporate responsibility and social entrepreneurship. The content is focused on a global perspective of sustainability in the industry.

HRTM 443. Meetings, Conventions and Special Events
3 Credits (3)
Examination of the role of the meeting/event planner, including setting objectives, site selection, negotiations, design, budgeting, marketing, registration, on-site logistics, and evaluation. May be repeated up to 3 credits. Consent of Instructor required.
Prerequisite(s): Consent of Instructor.
HRTM 444. Entertainment Business and Venue Management
3 Credits (3)
This course will review and examine the principles and practices associated with managing a public assembly venue and the nature of the venue and entertainment business. This is a comprehensive course designed to cover all aspects of incorporated event practices such as marketing, production, contracts, ticketing, and security.

HRTM 450. Special Topics
1-4 Credits
Specific subjects to be announced in the Schedule of Classes. Maximum of 4 credits per semester and a grand total of 9 credits.
Prerequisite: consent of instructor.

HRTM 492. Special Problems
1-4 Credits
Individual research in a selected subject area of hospitality management. Maximum of 4 credits per semester and a total of 6 credits toward a degree.
Prerequisite: consent of instructor.

HRTM 501. The Hospitality Industry and Sustainable Competitive Strategy
3 Credits (3)
An examination of the hospitality industry, and its contemporary strategic management principles and practices. Key components, industry organization, and competitive environment of the hospitality industry are analyzed. Strategic decision making principles are examined to create sustainable competitive advantages for hospitality and service industry leaders and organizations. Restricted to: HRTM Minor or Master of Science in Family and Consumer Sciences majors.

HRTM 502. Advanced Hospitality Services Management
3 Credits (3)
This course explores and applies the design and management of service quality in global hospitality organizations. Restricted to: HRTM Minor or Master of Science in Family and Consumer Sciences majors.

HRTM 503. Hospitality Organizational Leadership and Human Resources
3 Credits (3)
Application of key organizational, leadership and human resource theories to global hospitality organizations. Analysis of key hospitality industry leaders, companies and systems. Restricted to: HRTM Minor or Master of Science in Family and Consumer Sciences majors.

HRTM 504. Marketing Strategy for Global Hospitality
3 Credits (3)
Application, analysis and evaluation of marketing theories, strategies and tactics for developing sustainable competitive advantage in the global hospitality industry. Restricted to: HRTM Minor or Master of Science in Family and Consumer Sciences majors.

HRTM 505. Hospitality Research Methods & Analysis
3 Credits (3)
Application of appropriate statistical procedures and research methodologies within the hospitality industry. Restricted to: HRTM Minor or Master of Science in Family and Consumer Sciences majors.

HRTM 506. Contemporary Global Issues in Hospitality
3 Credits (3)
Contemporary issues confronting the global hospitality industry. Restricted to: HRTM minor or Master of Science in Family and Consumer Sciences majors.

HRTM 510. Hospitality Cost Control
3 Credits (3)
Familiarizes students with all aspects of cost control including financial data entry and hospitality accounting practices, financial report production, analysis and problem solving. Students will learn to understand the roles of the various stakeholders (owners, managers, employees and customers). Provides tools needed to communicate effectively about global financial issues affecting the hospitality business. Same as HRTM 410 with additional work for graduate credit. Consent of Instructor required.

HRTM 511. Hospitality Financial Analysis
3 Credits (3)
Financial and accounting decision processes as applied to the hospitality industry. Restricted to: HRTM minor or Master of Science in Family and Consumer Sciences majors.

HRTM 512. Beverage Management
3 Credits (3)
Survey of all aspects of beverage management, including wine/beer/distilled spirits origins and trends, cost control, bar management, beverage purchasing, and wine appreciation. Same as HRTM 412 with additional work for graduate credit. Consent of Instructor required.

HRTM 515. Applied Management Project
3 Credits (3)
Students will develop a project scope based on problems presented within the hospitality industry. Projects incorporate concepts and skills developed in previous coursework. Students will take this course in their last semester of the Master of Hospitality Degree. Restricted to: HRTM minor or Master of Science in Family and Consumer Sciences majors.

HRTM 516. Hotel, Restaurant and Tourism Industry Purchasing, Selection and Procurement
3 Credits (3)
Purchasing methods for the hotel, restaurant and tourism industries based on standards of quality, grade, care, and storage for food and nonfood supplies. Purchasing, installation, operation, and care of large foodservice equipment.

HRTM 530. Facilities Management
3 Credits (3)
Exploration of the engineering and maintenance requirements specific to the hospitality industry. Emphasis on environmental issues, renovation and management of the physical plant. Same as HRTM 430 with additional work for graduate credit. Consent of Instructor required.

HRTM 531. Hotel Operations II
3 Credits (3)
The duties and administration of a hotel front office, including housekeeping. Additional focus on the procedures of reservations and night audit. Students also gain exposure to property management systems. Same as HRTM 431 with additional work for graduate credit. Consent of Instructor required.

HRTM 532. Hotel Revenue and Sales Management
3 Credits (3)
Examines methods used for profitably managing capacity, including dynamic pricing and allocation of the rooms inventory across market segments to maximize revenues. Focuses on the integration of revenue management principles with information technology, management, marketing and sales concerns at the property and market level. Same as HRTM 432 with additional work for graduate credit. Consent of Instructor required.
HRTM 535. Resort Management  
3 Credits (3)  
This course introduces students to the operation and management of full service resort properties, including the management of resort recreational amenities.  
Prerequisite(s): Consent of instructor.

HRTM 536. Sustainability in the Hospitality Industry  
3 Credits (3)  
This course provides a summary and definition of the concept and roots of sustainability and climate change as well as their impact and effect on the hospitality industry while providing the rationale for sustainable development for the industry. A review of environmentally sound management strategies for all operational management areas ranging from eco-design, energy, waste and water management, food security, sourcing of agricultural products leads to a detailed strategy for planning and evaluating the sustainability of a hospitality operation in terms of corporate responsibility and social entrepreneurship. The content is focused on a global perspective of sustainability in the industry.

HRTM 543. Meetings, Conventions and Special Events  
3 Credits (3)  
Examination of the role of the meeting/event planner, including setting objectives, site selection, negotiations, design, budgeting, marketing, registration, on-site logistics, and evaluation. Same as HRTM 443 with additional work for graduate credit. Consent of Instructor required.

HRTM 546. Methods for Teaching Hospitality and Culinary Education  
3 Credits (3)  
Methods of instruction and presentation, selection of teaching aids and support materials, classroom management, development of a complete educational program, and microteaching experiences Restricted to: HRTM minor or Master of Science in Family and Consumer Sciences majors.

HRTM 550. The World of Hospitality Higher Education  
3 Credits (3)  
Survey of the history, organization, and administration of hospitality higher education programs. Explores differences between types of degree programs – associate, bachelor, graduate and sources of funding – public, private, proprietary. Investigates the role of the faculty member in non-instructional activities, such as working with administrative and support departments, accreditation, service, community outreach, fundraising, and industry relations. Restricted to: HRTM Minor or Master of Science in Family and Consumer Sciences majors.

HRTM 590. Special Topics  
1-4 Credits  
Specific subjects and credits to be announced in the Schedule of Classes. Maximum of 4 credits per semester and a total of 9 credits toward a degree.  
Prerequisite: consent of instructor.

HRTM 598. Special Research Programs  
1-4 Credits  
Individual investigations, either analytical or experimental. Maximum of 4 credits per semester and no more than 6 credits toward a degree.  
Prerequisite: consent of instructor.

HRTM 599. Master's Thesis  
1-6 Credits (1-6)  
Thesis.  
Prerequisite: consent of instructor.

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