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 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 will take a core curriculum until senior year, when they develop an individual plan with a faculty advisor for selecting professional elective courses. 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 (practicum). The HRTM 307 Professional Development, HRTM 408 Hospitality Internship, and HRTM 409 HRTM Internship Seminar internship sequence, which includes another 400 hours in the field, must be completed prior to enrolling in other 400-level professional electives. 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.

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
Associate Professors - Gregory Blanch College Assistant Professors - Daren Bloomquist; Julie Correa; John Hartley; Peter Mitchell

Hotel, Restaurant and Tourism Management
HRTM 111. Freshman Orientation
1 Credit
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 200. 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 201. Introduction to Tourism
3 Credits
Survey of travel and tourism development and operating characteristics.

HRTM 221. Introduction to Hospitality Management
3 Credits
Overview of the major segments of the hospitality industry, with a focus on basic management principles.

HRTM 231. Safety, Sanitation and Health in the Hospitality Industry
2 Credits
Addresses public health, HACCP, safety and culinary nutrition responsibilities in the hospitality industry. Sanitation certification test allows students to receive national credential.

HRTM 253. 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. Restricted to Las Cruces campus only.
Prerequisite(s): HRTM 221 or FSTE 263G.

HRTM 301. Hotel, Restaurant, and Tourism Marketing
3 Credits
The development of effective marketing programs for hospitality service organizations. Prerequisites: HRTM 221

HRTM 302. Hospitality Management Accounting
3 Credits
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 221.

HRTM 304. Hospitality and Travel Law
3 Credits
Specialized applications of the law to the hospitality and tourism industry.
Prerequisite: HRTM 221.

HRTM 307. Professional Development
1 Credit
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
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.
Prerequisite(s): HRTM 221 and HRTM 201.

HRTM 331. Hotel Operations I
3 Credits
Analysis of hotel systems design, process, and applications for operating areas including guest services, reservations, reception, telecommunications, guest/city ledger, and the night audit.
Prerequisite(s): HRTM 201 and HRTM 221.

HRTM 363. Quantity Food Production and Service
6 Credits (1+10P)
Covers quantity food production including cooking concepts, sanitation and safety, teamwork, and management responsibilities. Students will apply this knowledge developing product for sale in a student run restaurant. Proof of current ServSafe or NM Food Handler certification required. May be repeated up to 6 credits. Crosslisted with: HNDS 363.
Prerequisite(s): HRTM 263.

HRTM 404. Gaming Operations and Organization
3 Credits
Introduction to the multi-billion-dollar industry, including an historical overview, social and economic impacts of gaming, and casino operations.
Prerequisite(s): HRTM 201 and HRTM 221.

HRTM 408. Hospitality Internship
1 Credit
Hospitality and tourism professional work experience for HRTM majors only. Restricted to majors.
Prerequisite(s): HRTM 307 and consent of instructor.

HRTM 409. HRTM Internship Seminar
1 Credit
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
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.
Prerequisite: HRTM 408.

HRTM 412. Beverage Management
3 Credits
Survey of all aspects of beverage management, including wine/beer/distilled spirits origins and trends, cost control, bar management, beverage purchasing, and wine appreciation.
Prerequisite: HRTM 408.

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 technical skills, learn to cook from recipes and develop a personal culinary style. Provides the opportunity to perform a detailed analysis of a food and beverage operation, including running and selectively analyzing the reports from systems. Proof of current NM Alcohol Server certification required. May be repeated up to 4 credits.
Prerequisite(s): HRTM 363.

HRTM 414. International Food and Wine
3 Credits
An experiential examination of wine through lectures, films, guest speakers and focused tasting of food and wine. Topics include viticulture, wine making varietals, terroir, and food pairings. Student must be at least 21 years old.
Prerequisite: consent of instructor.

HRTM 420. Club Management and Marketing
3 Credits
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
Examination of the engineering and maintenance requirements specific to the hospitality industry. Emphasis on environmental issues, renovation and management of the physical plant.
Prerequisite(s): HRTM 331, HRTM 408.

HRTM 431. Hotel Operations II
3 Credits
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.
Prerequisite(s): HRTM 331, HRTM 408.

HRTM 432. Hotel Revenue and Sales Management
3 Credits
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.
Prerequisite: HRTM 408.

HRTM 433. Training for Hospitality Operations
3 Credits
Analysis of training needs and methods in hospitality organizations.
Prerequisite(s): MGT 332.

HRTM 434. Senior Capstone Experience
3 Credits
Synthesizes all previous work. Students apply multi-disciplinary principles to the analysis of hospitality business cases and tourism problems.
Prerequisite: HRTM 408.
HRTM 443. Meetings, Conventions and Special Events  
3 Credits  
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): HRTM 408.

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 507. Hospitality and Tourism Internship  
3 Credits  
Supervised placement in a hospitality or tourism organization. An in-depth written report of the experience is required. Graded S/U.  
Prerequisite: consent of instructor.

HRTM 510. Hospitality Cost Control  
3 Credits  
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 512. Beverage Management  
3 Credits  
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 530. Facilities Management  
3 Credits  
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  
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 REV/SALES MGT  
3 Credits  
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 543. Meetings, Conventions and Special Events  
3 Credits  
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 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  
6 Credits  
Thesis.  
Prerequisite: consent of instructor.

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