

# 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 full bachelor of science degree program is available through NMSU main campus as well as completely online through NMSU Online. 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 36 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. Other industry partners that are actively involved in the program and provide scholarships and other opportunities for students include the New Mexico Beef Council, New Mexico Restaurant Association, the American, Greater Albuquerque and El Paso Hotel & Lodging Associations, New

Mexico Hospitality Association, New Mexico Wine Association, Latino Hotel Association and many more.

The School houses the Marriott Hospitality Futures Center. The center is funded through a grant by the J. Willard and Alice S. Marriott Foundation. Its 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 hosts facilitated workshops, and has 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 30 - 40 companies to campus each spring semester 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 hospitality 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 a concentration 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 Master of Family and Consumer Sciences, HRTM concentration include letters of reference, a statement of interest essay, and resume. Suggested departmental deadlines for review of admission materials are six weeks prior to the first day of the semester of desired start. However, international students must apply by March 1 for Fall semester admissions and October 1 for spring semester admissions.

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 30 credits of course work with a written comprehensive

applied management project. 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.

Please see the HRTM website at <https://hrtm.nmsu.edu/> for information about all of the School of Hotel, Restaurant and Tourism Management's programs.

## Degree for the Department

- Hotel, Restaurant and Tourism Management - Bachelor of Science (<http://catalogs.nmsu.edu/nmsu/agricultural-consumer-environmental-sciences/hotel-restaurant-tourism-mgmt/hotel-restaurant-tourism-management-bachelor-science/>)
- Hotel, Restaurant and Tourism Management - Bachelor of Science (Online) (<http://catalogs.nmsu.edu/online/nmsu-online/hotel-restaurant-tourism-mgt-bs-online/>)
- Hotel, Restaurant and Tourism Management - Undergraduate Minor (<http://catalogs.nmsu.edu/nmsu/agricultural-consumer-environmental-sciences/hotel-restaurant-tourism-mgmt/hrtm-undergraduate-minor/>)

**Director - Jean Hertzman**

**Professors** - Jean Hertzman; Keith Mandabach; Betsy Stringam **Assistant Professor** - Christina K. Dimitriou **College Assistant Professors** - Daren Bloomquist; Peter Mitchell; Danielle Young **Professor Emeritus** - Priscilla Bloomquist

## Hotel, Restaurant and Tourism Management Courses

### HRTM 1120G. Introduction to Tourism

#### 3 Credits (3)

Survey of travel and tourism development and operating characteristics.

#### Learning Outcomes

1. Define tourism and related terms.
2. Identify and explain the role of the elements of the destination mix.
3. Identify the potential socio-cultural, economic and environmental impacts of tourism.
4. Identify and describe the role of key governmental and nongovernmental organizations in tourism.
5. Describe basic tourism planning and development principles.
6. Discuss the unique challenges of tourism marketing and standard marketing methods.
7. Describe the components of the tourism distribution system.
8. Demonstrate a basic understanding of traveler behavior including motivations and barriers to travel.
9. Identify major factors that influence traveler flows.
10. Describe the role of major modes of transportation in the tourism system.
11. Identify and describe the three pillars of sustainable tourism development.
12. Explain personal and social responsibility as it relates to sustainable tourism development.
13. Demonstrate effective communication and critical thinking skills.

### 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.

#### Learning Outcomes

1. Understand the concept of management contracts and franchising.
2. Recognize and understand needed leadership qualities to achieve organizational objectives.
3. Understand the hospitality industry within the global environment.
4. Identify company and industry trends.
5. Understand the functions of all departments in a hospitality organization (restaurant, hotel, club, etc.).
6. Apply the concepts of convention management, meeting and event planning, and casino management.
7. Understand the concepts of quick and institutional/contract foodservice management.
8. Understand the principles of bar management and compare and contrast wines, beers and distilled spirits.
9. Manage the process of service delivery.
10. Identify and solve managerial problems.
11. Manage a diverse workforce and develop positive employee relations to reduce turnover.

**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.

**Learning Outcomes**

1. Identify the hazards to safe food and the foods at risk in a foodservice operation.
2. Identify and discuss the Hazard Analysis Critical Control Point (HACCP) system and be able to design a HACCP flowchart.
3. Demonstrate knowledge of how to protect food during purchasing, receiving, storing, preparing, holding, and serving.
4. Discuss the procedures for ensuring sanitary equipment, facilities, and food-handling practices.
5. Explain how to set-up cleaning, safety, pest control, crisis management, and training programs.

**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

**Prerequisite(s):** HRTM 1130 or FSTE 2110G.

**Learning Outcomes**

1. Demonstrate use of standard recipes and how to reduce and increase their yields
2. Demonstrate basic culinary knife cuts, basic fabrication and mise en place
3. Demonstrate basic cookery techniques of dry, moist and a combination of heat
4. Demonstrate the proper plating and garnishing of foods
5. Describe proper personal behaviors required for the safe handling of food
6. Identify and properly operate kitchen equipment.
7. Pass the ServSafe Exam
8. Describe the three forms of food contaminants and preventative measures.
9. Demonstrate how to properly "set" a table for service 1
10. Demonstrate how to provide dining room service with proper etiquette 1
11. Demonstrate safe work habits, identify safety hazards, and employ preventative safety measures. 1
12. Maintain positive relations with fellow students and faculty through teamwork. 1
13. Exhibit appropriate work habits and attitudes; demonstrate a willingness to compromise. 1
14. Demonstrate a positive attitude, conversation skills, personal hygiene and work attire.

**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.

**Learning Outcomes**

1. Outline the history, magnitude and culture of the hotel industry
2. Define and identify hotel ownership and operational structures
3. Outline the organization and structure of a hotel and resort.
4. Describe and calculate the components and processes of room reservation forecasting, pricing and revenue management.
5. Outline and explain the flow of the guest from pre-arrival through arrival, room occupancy and departure.
6. Demonstrate the procedures and processes for Guest Accounting, the City Ledger, Guest Credit and the Night Audit.
7. Discuss problem solving and guest service associated with the front office and other departments of the hotel and resort.
8. Forecast impacts of technology to the guest services and hotel operations
9. Describe the day to day activities and responsibilities of a Hotel Front Office Manager or a Hotel Assistant General Manager (AGM).

**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.

**Learning Outcomes**

1. Varies

**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. **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.

**Prerequisites:** 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.

**Prerequisites:** 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 416. 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.

**Learning Outcomes**

1. Differentiate purchasing functions in different types of hotel, restaurant and tourism operations and determine how internal and external forces impact purchasing decisions.
2. Outline and describe the duties and responsibilities of hotel, restaurant and tourism purchasing managers.
3. Develop product recommendations for hotel, restaurant and tourism food and equipment through the use of various product evaluation methods.
4. Identify examples of unethical purchasing practices throughout history, research present a code of purchasing ethics for a hotel, restaurant or tourism company.
5. Analyze hotel, restaurant and tourism industry supplier selection criteria and recommend a supplier based on those criteria.
6. Apply mathematical models to calculate recipe costs as well as order quantities and times. Determine how to reduce AP prices.
7. Outline and describe each step of the flow of inventory and determine which controls are needed for security of inventory.
8. Explain product grades and explain grading procedures and procurement criteria for meats, poultry, eggs, dairy, produce, marine products, groceries, and nonfood items.

**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 436V. 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.

**Learning Outcomes**

1. Recognize, interpret and summarize the global challenges facing the hospitality industry caused by climate change driving the need for sustainability in the industry.
2. Explain implementation strategies for responsible environmentally sound hospitality management practices for hotel, food and beverage and tourism businesses.
3. Evaluate sustainable development practices and the importance of personal and corporate social development.
4. Analyze, evaluate and communicate the sustainability practices of a hospitality operation.

**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.

**Learning Outcomes**

1. Analyze the origin and history of public assembly venues and the role they play within the community.
2. Analyze different ownership and management structures and how governance relationships impact operational management.
3. Analyze the business and financial operations of a public assembly venue.
4. Describe the booking process, the entities involved, and the importance of relationships.
5. Analyze and create marketing and sales strategies for both a public assembly venue and an event that is booked in the venue.
6. Identify and analyze the ticket system options available to venue managers, as well as their importance in access management, financial accountability, and data collection.
7. Analyze the role and importance of ancillary revenue sources, as well as the need for creativity and entrepreneurship.
8. Describe the operational systems and processes required to maintain a venue and produce events.
9. Analyze the event planning process and how it is used to produce an event experience for guests and clients. 1
10. Analyze management's role in developing and maintaining a safe and secure public assembly venue.

**HRTM 445. An Overview of Italian Tourism focused on Food, Wine, Art and Culture****3 Credits (3)**

The course content provides a global perspective and understanding of Italian food, wine, art and culture and their integration into tourism. The content is designed to provide students an appreciation of Italian cultural values and an overview of food, wine and art in the tourism regions of Italy.

**Learning Outcomes**

1. Describe and explain the basic history of the tourism regions of Italy.
2. Recognize and describe the Italian food and wine industry and its impact on tourism.
3. Detail how the Italian's integrate sustainability into tourism.
4. Recognize the impact of culture and art on tourism.
5. Explain strategies for responsible travel abroad in Italy and the European Union focused on personal and group safety.
6. Analyze and evaluate multicultural differences between Italian and American societies focused on effective personal communication practices.
7. Produce a 20 slide narrated online presentation with pictures that focused on at least two course learning objectives

**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.

**Learning Outcomes**

1. Analyze key components, industry organization, and competitive environment of the hospitality industry.
2. Examine strategic decision making principles to create sustainable competitive advantages for hospitality and service industry leaders and organizations

**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.

**Learning Outcomes**

1. Investigate the design and management of service quality in global hospitality organizations to create authentic and memorable hospitality experiences.
2. Design and manage service delivery systems to create a culture of service excellence
3. Define and discuss the relationship between service and financial performance in hospitality organizations

**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.

**Learning Outcomes**

1. Apply organizational, leadership and human resource theories to global hospitality organizations.
2. Analyze key hospitality industry leaders, companies and systems.
3. Coordinate teams to provide effective management and maintain successful employee and guest relations.

**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.

**Learning Outcomes**

1. Explore and analyze global hospitality markets, including the values and expectations of global hospitality consumers
2. Analyze and evaluate marketing theories, strategies and tactics for developing sustainable competitive advantage in the global hospitality industry.
3. Design marketing strategies that will promote and sustain positive guest/customer relationships
4. Apply concepts of digital marketing to hospitality organizations.

**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.

**Learning Outcomes**

1. Analyze hospitality operational data.
2. Develop the framework for researching hospitality operations and organizations.
3. Implement appropriate statistical procedures and research methodologies to hospitality operations.
4. Examine problems in hospitality, formulate and clarify research topics to address these problems

**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.

**Learning Outcomes**

1. Discuss contemporary issues confronting the global hospitality industry.
2. Project how contemporary global issues will impact hospitality organizations.
3. Evaluate new developments in hotel and restaurant management

**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.

**Learning Outcomes**

1. Use the Uniform Systems of Accounts for the Lodging and Restaurant industries, and accounting and financial reporting standards and procedures for the hospitality industry.
2. Use hospitality financial and accounting tools such as REVPAR and Food Cost Percentage to analyze hospitality operations
3. Define and apply terminology and principles required to develop and analyze Hospitality Management financial statements.
4. Analyze and interpret hospitality accounting and financial statements
5. Perform financial and accounting decision making as applied to the hospitality industry.

**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.

**Learning Outcomes**

1. Develop a project scope based on problems presented within the hospitality industry.
2. Use collaborative problem solving to execute the project.
3. Define and identify a business research problem and explain its importance to study.
4. Identify sources and strategies for locating related literature.
5. Plan research regarding the business problem.
6. Write the professional paper.
7. Present the professional paper.

**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.

**Learning Outcomes**

1. Differentiate purchasing functions in different types of hotel, restaurant and tourism operations and determine how internal and external forces impact purchasing decisions.
2. Outline and describe the duties and responsibilities of hotel, restaurant and tourism purchasing managers.
3. Develop product recommendations for hotel, restaurant and tourism food and equipment through the use of various product evaluation methods.
4. Identify examples of unethical purchasing practices throughout history, research present a code of purchasing ethics for a hotel, restaurant or tourism company.
5. Analyze hotel, restaurant and tourism industry supplier selection criteria and recommend a supplier based on those criteria.
6. Apply mathematical models to calculate recipe costs as well as order quantities and times. Determine how to reduce AP prices.
7. Outline and describe each step of the flow of inventory and determine which controls are needed for security of inventory.
8. Explain product grades and explain grading procedures and procurement criteria for meats, poultry, eggs, dairy, produce, marine products, groceries, and nonfood items.

**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.

**Learning Outcomes**

1. Recognize, interpret and summarize the global challenges facing the hospitality industry caused by climate change driving the need for sustainability in the industry.
2. Explain implementation strategies for responsible environmentally sound hospitality management practices for hotel, food and beverage and tourism businesses.
3. Evaluate sustainable development practices and the importance of personal and corporate social development.
4. Analyze, evaluate and communicate the sustainability practices of a hospitality operation.

**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.

**Learning Outcomes**

1. Compare and contrast curriculum theories.
2. Develop syllabi for hospitality courses using theories and models of course design.
3. Apply instructional techniques in hospitality education.
4. Design tests and other assessments for hospitality courses.
5. Write a teaching philosophy.



**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.

**Learning Outcomes**

1. Discuss the history of higher education and hospitality management programs.
2. Analyze how general higher education principles, laws, and finance apply to hospitality management programs.
3. Compare the characteristics, administration, and operations of programs based on type of degrees offered.
4. Compare the characteristics, administration, and operations of programs based on sources of funding.
5. Analyze the role of the faculty in hospitality education in collaborating with various educational departments and support services.
6. Analyze the role of the faculty in hospitality education in collaborating with external stakeholders.

**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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