

SPEARS BUSINESS HOSPITALITY AND TOURISM MANAGEMENT

#SPEARSBIZBOUND



**SPEARS SCHOOL
OF BUSINESS**

School of Hospitality and Tourism Management (HTM) students are provided with a strong business focused curriculum to prepare for careers in all areas of hospitality and tourism management including lodging, restaurants, beverage management, and events.

Available Options: *Accelerated MBA Program*

Hospitality and Tourism Management Insights:

Experiential learning in hotels and resorts, restaurants, and event venues

New, state-of the art classrooms and laboratories

Supportive faculty with diverse professional backgrounds

Study abroad experiences in Europe, China, and other global locations

Student Organization: Club Managers Association of America, Eta Sigma Delta, American Hotel and Lodging Association



Companies Hiring Our Graduates:

Waldorf Astoria
New York

Republic National
Distributing

Four Seasons Hotels
and Resorts

Stoller Vineyards

Pappas Restaurants

Hyatt Hotels

Oklahoma City Golf and
Country Club

Walt Disney Companies

Bohemian Club (San
Francisco)

Top Golf

Chesapeake Energy Arena

Career Paths:

Event Planning:

Meetings, Conferences,
Sports Venues, Weddings

Food & Beverage:

Executive Chef, Catering
Services, Restaurant
Management, Beverage
Distribution, Culinary
Innovation

Lodging:

Hotels & Resorts,
Revenue Management,
Spas & Retreats, Human
Resources, Bed &
Breakfast

Tourism:

Entertainment, Country
Clubs, Tourism
Development,
International Travel



Major Specific Course Curriculum:

Introduction to Hospitality and Tourism:

Course concentrates on the study of hotels, restaurants, tourism and the hospitality industry from a global perspective emphasizing development and history, ethical issues, and professional opportunities.

Hospitality and Tourism Marketing and Sales:

Students will look at strategies for marketing, sales and decision-making in the hospitality and tourism industries throughout this course. Also, the application of critical skills in techniques and methods of customer identification, consumer behavior, competition, product, promotion, placement and pricing strategies are discussed, as well as the development of sales strategies to attract the target market.

International Travel and Tourism:

Course focuses on the management of travel and tourism concepts in the hospitality industry and related businesses around the world.



SPEARS STUDENT EXPERIENCE

A Day with: Hattie S. | Hospitality and Tourism Management

- Attend my Hospitality Financial Analysis class where we present mock hospitality budgets.
- Grab an iced tea and snack from Orange Plant before heading to work in the Eastin Center.
- Attend Restaurant Operations class where I work the front of house in Taylor's Dining.
- Attend CowboyThon meeting where I am able to use my event management background to aid with the planning and implementation of this large philanthropic event.

