Date Submitted: 11/05/19 1:10 pm

Viewing: **EVMG-M : Event Management Minor**

Last approved: 05/11/18 9:41 am

Last edit: 11/06/19 1:21 pm

Changes proposed by: nsimkin

Catalog Pages Using this Program

*Hospitality Management (HOSP)*

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**Submitter:** nsimkin  
**User ID:** nsimkin  
**Phone:** 479-575-4307

**Program Status:** Active  
**Academic Level:** Undergraduate  
**Type of proposal:** Minor

**Select a reason for this modification**  
Making Minor Changes to an Existing Degree (e.g. changing 15 or fewer hours, changing admission/graduation requirements, adding/changing Focused Study or Track)

**Effective Catalog Year:** Fall 2020

**College/School Code**  
Bumpers College of Agricultural, Food, and Life Sciences (AFLS)

**Department Code**  
Department of Human Environmental Sciences (HESC)

**Program Code**  
EVMG-M

**Degree**  
Minor

**CIP Code**

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In Workflow  
1. AFLS Dean Initial  
2. Director of Program Assessment and Review  
3. Registrar Initial  
4. Institutional Research  
5. HESC Chair  
6. HESC Curriculum Committee  
7. AFLS Faculty  
8. AFLS Dean  
9. Global Campus  
10. Provost Review  
11. University Course and Program Committee  
12. Faculty Senate  
13. Provost Final  
14. Provost's Office--Notification of Approval  
15. Registrar Final  
16. Catalog Editor Final

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Approval Path  
1. 11/05/19 1:44 pm  
Lona Robertson (ljrobert): Approved for AFLS Dean Initial  
2. 11/06/19 1:21 pm  
Alice Griffin (agriffin): Approved for Director of Program

https://nextcatalog.uark.edu/programadmin/
Assessment and Review
3. 11/07/19 5:39 pm
Lisa Kulczak (lkulca): Approved for Registrar Initial
4. 11/08/19 7:55 am
Gary Gunderman (ggunderm): Approved for Institutional Research
5. 11/08/19 8:07 am
Betsy Garrison (megarris): Approved for HESC Chair
6. 11/08/19 8:37 pm
lapple: Approved for HESC Curriculum Committee
7. 11/15/19 5:53 pm
Michael Thomsen (mthomsen): Approved for AFLS Faculty
8. 11/18/19 7:40 am
Lona Robertson (ljrobert): Approved for AFLS Dean
9. 11/18/19 8:50 am
Suzanne Kenner (skenner): Approved for Global Campus
10. 11/18/19 9:59 am
Terry Marn (tmartin): Approved for Provost Review

History

Program Title
Event Management Minor

Program Delivery
Method
On Campus
Online/Web-based

Is this program interdisciplinary?
No

Does this proposal impact any courses from another College/School?
No

What are the total hours needed to complete the program?
15

**On-line/Web-based Information**

Reason for offering
Web-based Program

*Due to the demand for event planners in the hospitality industry, more students are seeking the minor in event management. Many seeking the minor are UofA students, but off campus. This online offering will assist them in acquiring the knowledge they are seeking. Courses will have the same learning outcomes regardless of the delivery method.*

Maximum Class Size for Web-based Courses
50

Course delivery mode

<table>
<thead>
<tr>
<th>Method(s)</th>
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<tbody>
<tr>
<td>Online</td>
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</tbody>
</table>

Class interaction mode

<table>
<thead>
<tr>
<th>Method(s):</th>
</tr>
</thead>
</table>

Program Management

Method(s):

Electronic Bulletin Boards

Percent Online

100% with No Required Campus Component

Provide a List of Services Supplied by Consortia Partners or Outsourced Organization

None

Estimate Costs of the Program over the First 3 Years

No additional cost required

List Courses Taught by Adjunct Faculty

Upload Memorandum of Understanding Forms (if required)

Program Requirements and Description

Requirements

Requirements for a minor in Event Management: The Event Management minor requires 15 hours of coursework. To earn a minor in Event Management, a student must earn a "C" or better in the five courses required for the minor.

- **HOSP 1603** Introduction to Hospitality Management 3
- **HOSP 2603** Purchasing and Cost Control 3
- **HOSP 3623** Introduction to Meetings and Events Management 3
- **HOSP 3673** Event Safety and Venue Management 3
- **HESC 455V** Special Topics 2

**Course HOSP 4613 Not Found**

Total Hours 15
8-Semester Plan

Are Similar Programs available in the area?
No

Estimated Student Demand for Program 15-20 per semester

Scheduled Program Review Date NA

Program Goals and Objectives

Program Goals and Objectives

• Teach the role of an event manager
• Teach basic planning and organizing skills to ensure an event completes on schedule
• Teach the role of events in the context of integrated marketing communications as part of promoting the business strategy
• Allow students to explore creativity in designing event concepts
• Teach the understanding the importance of managing teams for a successful event
• Teach the use of cost control mechanisms
• Teach the importance of sustainable event planning
• Teach the value of contingency planning
• Teach an understanding the importance of post-event evaluation

Learning Outcomes

Learning Outcomes

• Students will develop an understanding of the significance of meetings and events within the hospitality industry.
• Students will understand the importance of understanding a client’s or organization’s goals and objectives for the meeting and event.
• Students will understand strategies for producing a memorable event experience within budgetary constraints.
• Students will understand how to communicate effectively with internal and external constituents to develop proactive relationships when facilitating a successful meeting or event.

Description and justification of the request

Description of specific change Justification for this change
<table>
<thead>
<tr>
<th>Description of specific change</th>
<th>Justification for this change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery method of the EVMG-M will be online for non-hospitality majors.</td>
<td>Due to the demand for event planners in the hospitality industry, more students are seeking the minor in event management. Many seeking the minor are UofA students, but off campus. This on line offering will assist them in acquiring the knowledge they are seeking. Courses will have same learning outcomes regardless of the delivery method.</td>
</tr>
<tr>
<td>Deletion of HESC 455V as course has received a new course number -- now HOSP 4613.</td>
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</tr>
</tbody>
</table>

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (11/06/19 1:21 pm): Pending course, HOSP 4613, has completed all approvals but the final step.

Key: 639