

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 \(HOSP\)](#)

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

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:

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

Approval Path

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

- Assessment and Review
3. 11/07/19 5:39 pm
Lisa Kulczak
(lkulcza): 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 Martin
(tmartin): Approved for Provost Review

History

1. May 11, 2018 by
Nancy Simkins
(nsimkin)

19.0501 - Foods, Nutrition, and Wellness Studies, General.

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 15
hours needed to
complete the
program?

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 on line offering will assist them in acquiring the knowledge they are seeking. Courses will have same learning outcomes regardless of the delivery method.

Maximum Class Size 50

for Web-based

Courses

Course delivery
mode

Method(s)
Online

Class interaction
mode

Method(s):

Method(s):**Electronic Bulletin Boards**

Percent Online

100% with No Required Campus ComponentProvide 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 FacultyUpload
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.

<u>HOSP 1603</u>	Introduction to Hospitality Management	3
<u>HOSP 2603</u>	Purchasing and Cost Control	3
<u>HOSP 3623</u>	Introduction to Meetings and Events Management	3
<u>HOSP 3673</u>	Event Safety and Venue Management	3
<u>HESC 455V</u>	Special Topics	3
HOSP 4613	Course HOSP 4613 Not Found	3
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 NA

Review Date

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**

Description of specific change	Justification for this change
<p>Delivery method of the EVMG-M will be online for non-hospitality majors.</p> <p>Deletion of HESC 455V as course has received a new course number -- now HOSP 4613.</p>	<p>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.</p> <p>Deletion of HESC 455V as course has received a new course number -- now HOSP 4613.</p>

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