

## Program Change Request

### New Program Proposal

Date Submitted: 10/16/17 8:39 am

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

Last edit: 12/06/17 10:37 am

Changes proposed by: nsimkin

Catalog Pages Using this Program [Hospitality Management \(HOSP\)](#)

|  |  |         |        |              |
|--|--|---------|--------|--------------|
| Submitter:   | User ID:   | nsimkin | Phone: | 479-575-4307 |
| Program Status   | Active   |         |        |              |
| Academic Level   | Undergraduate  |         |        |              |
| Type of proposal   | Minor  |         |        |              |
| Select a reason for this new program                     | Adding New Minor or Additional Major--(LON 3)                      |         |        |              |
| Effective Catalog Year                                   | Fall 2018  |         |        |              |
| 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   | 19.0501 - Foods, Nutrition, and Wellness Studies, General.         |         |        |              |
| Program Title  | Event Management Minor   |         |        |              |
| Program Delivery Method                                  | On Campus  |         |        |              |
|  | 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   |         |        |              |

#### In Workflow

1. **AFLS Dean Initial**
2. **Provost Initial**
3. **Director of Program Assessment and Review**
4. **Registrar Initial**
5. **Institutional Research**
6. **HESC Chair**
7. **HESC Curriculum Committee**
8. **AFLS Faculty**
9. **AFLS Dean**
10. **Global Campus**
11. **Provost Review**
12. **University Course and Program Committee**
13. **Faculty Senate**
14. Provost Final
15. Provost's Office-- Documentation sent to System Office
16. Higher Learning Commission
17. Board of Trustees
18. ADHE Final
19. Provost's Office-- Notification of Approval
20. Registrar Final
21. Catalog Editor Final

#### Approval Path

1. 09/08/17 2:07 pm Michael Evans (mrevans): Approved for AFLS Dean Initial
2. 09/08/17 8:19 pm Terry Martin (tmartin): Approved for Provost Initial
3. 09/11/17 3:45 pm Alice Griffin (agriffin): Approved for Director of Program Assessment and Review
4. 09/13/17 1:05 pm Lisa Kulczak (lkulcza): Rollback to Director of Program Assessment and

### Program Requirements and Description

#### Requirements

##### Minor in Event Management

The event Management minor provides students with expertise for careers in event planning and management. Curriculum covers skills and knowledge including negotiation, event planning, programming, promotion, budget and legal issues. This minor degree is open to all students at the University of Arkansas.

- Review for Registrar Initial
5. 10/09/17 4:45 pm  
Alice Griffin  
(agriffin): Rollback to AFLS Dean Initial for Director of Program Assessment and Review
  6. 10/13/17 7:46 am  
Michael Evans  
(mrevans): Approved for AFLS Dean Initial
  7. 10/13/17 4:56 pm  
Terry Martin  
(tmartin): Approved for Provost Initial
  8. 10/14/17 3:38 pm  
Alice Griffin  
(agriffin): Rollback to Initiator
  9. 10/16/17 8:52 am  
Michael Evans  
(mrevans): Approved for AFLS Dean Initial
  10. 10/18/17 11:52 am  
Terry Martin  
(tmartin): Approved for Provost Initial
  11. 10/23/17 4:42 pm  
Alice Griffin  
(agriffin): Approved for Director of Program Assessment and Review
  12. 11/02/17 10:59 am  
Lisa Kulczak  
(lkulcza): Approved for Registrar Initial
  13. 11/02/17 11:01 am  
Gary Gunderman  
(ggunderm): Approved for Institutional Research
  14. 11/02/17 11:27 am  
Betsy Garrison  
(megarris): Approved for HESC Chair
  15. 11/02/17 1:52 pm  
Laura Kathleen Matters Herold  
(lkherold): Approved for HESC Curriculum Committee
  16. 11/20/17 9:14 pm  
Nick Anthony

- (nanthony):  
Approved for AFLS  
Faculty
- 17. 11/21/17 12:39 pm  
Michael Evans  
(mrevans):  
Approved for AFLS  
Dean
- 18. 11/21/17 1:55 pm  
Kiersten Bible  
(kbible): Approved  
for Global Campus
- 19. 11/29/17 5:03 pm  
Terry Martin  
(tmartin): Approved  
for Provost Review
- 20. 12/18/17 11:06 am  
Alice Griffin  
(agriffin): Approved  
for University  
Course and Program  
Committee

|                           |  |          |
|---------------------------|--|----------|
| <a href="#">HOSP 1603</a> | <b>Introduction to Hospitality Management (Sp, Fa)</b> | <b>3</b> |
| <a href="#">HOSP 2603</a> | <b>Purchasing and Cost Control (Sp, Fa)</b>            | <b>3</b> |
| <a href="#">HOSP 3623</a> | <b>Course HOSP 3623 Not Found</b>                      | <b>3</b> |
| <a href="#">HOSP 3673</a> | <b>Course HOSP 3673 Not Found</b>                      | <b>3</b> |
| <a href="#">HESC 455V</a> | <b>Special Topics (Irregular)</b>                      | <b>3</b> |

To earn a minor in Event Management, a student must earn a "C" or better in the five courses required for the minor.

8-Semester Plan

|                          |  |
|--------------------------|--|
| Program Costs            | None   |
| Library Resources        | No additional library resources required.  |
| Instructional Facilities | No additional facility resources required.   |
| Faculty Resources        | No additional faculty resources required. Hospitality faculty are making better use of existing resources, including strategic hiring of faculty by type, tenure track v. non-tenure track. Therefore, no additional FTE will be required because the new courses will be covered with existing FTE already assigned to the program. |

List Existing Certificate or Degree Programs that Support the Proposed Program

| Program(s)  |
|---|
| HOSPBS - Hospitality Management, Bachelor of Science in Human Environmental Science |

|                                      |  |
|--------------------------------------|--|
| No                                   | Are Similar Programs available in the area?  |
| Estimated Student Demand for Program | 15-20 per semester   |
| Scheduled Program Review Date        | NA   |
| Program Goals and Objectives         | <p style="text-align: center;"><b>Program Goals and Objectives</b></p> <ul style="list-style-type: none"> <li>• Teach the role of an event manager</li> <li>• Teach basic planning and organizing skills to ensure an event completes on schedule</li> <li>• Teach the role of events in the context of integrated marketing communications as part of promoting the business strategy</li> <li>• Allow students to explore creativity in designing event concepts</li> <li>• Teach the understanding the importance of managing teams for a successful event</li> <li>• Teach the use of cost control mechanisms</li> </ul> |

|  |
|--|
| <b>Program Goals and Objectives</b>  |
| <ul style="list-style-type: none"> <li>• Teach the importance of sustainable event planning</li> <li>• Teach the value of contingency planning</li> <li>• Teach an understanding the importance of post-event evaluation</li> </ul>  |
| <b>Learning Outcomes</b>   |
| <b>Learning Outcomes</b>   |
| <ul style="list-style-type: none"> <li>• Students will develop an understanding of the significance of meetings and events within the hospitality industry.</li> <li>• Students will understand the importance of understanding a client’s or organization’s goals and objectives for the meeting and event.</li> <li>• Students will understand strategies for producing a memorable event experience within budgetary constraints.</li> <li>• Students will understand how to communicate effectively with internal and external constituents to develop proactive relationships when facilitating a successful meeting or event.</li> </ul> |

Description and Justification for this request

| Description of request  | Justification for request   |
|---|---|
| Due to overwhelming student requests from outside the program for a minor in event management, the program has developed and is requesting to implement this minor. | There is high demand for graduates in the field of event management and the board of advisors for the hospitality program fully encourage and support this new minor. |

Upload attachments [RE\\_EVMG-M New Program Proposal .pdf](#)  
[EVMG-M - New Option - Ltr of Notification.docx](#)

Reviewer Comments **Michael Evans (mrevans) (09/08/17 2:06 pm)**: Edited Program Objectives and Learning Outcomes as per conversation with Simkins  
**Alice Griffin (agriffin) (09/11/17 3:37 pm)**: Updated CIP Code with permission from program director. Changed scheduled program review date to NA, since minors are not reviewed. Uploaded revised LON. Reformatted and renamed document to match naming convention for BOT documentation.  
**Alice Griffin (agriffin) (09/11/17 3:45 pm)**: Both HOSP 3623 and HOSP 3673 have been submitted for approval.  
**Lisa Kulczak (lkulcza) (09/13/17 1:05 pm)**: Rollback: Per request  
**Alice Griffin (agriffin) (10/09/17 4:45 pm)**: Rollback: Please address the discrepancy between two new classes being proposed and no costs for the program with the department.  
**Alice Griffin (agriffin) (10/14/17 3:38 pm)**: Rollback: With two new courses being proposed, program costs need to be defined in both the LON and CourseLeaf. Please explain the program costs in both.  
**Alice Griffin (agriffin) (10/23/17 4:22 pm)**: See attached correspondence to explain program costs.  
**Alice Griffin (agriffin) (10/23/17 4:42 pm)**: Inserted approval dates and adjusted LON for formatting. Renamed document to match BOT naming convention.  
**Alice Griffin (agriffin) (11/30/17 2:47 pm)**: ADHE updated the LON template since request was initially submitted for approval. The revised information did not impact information provided by college. Uploaded revised form.  
**Alice Griffin (agriffin) (12/01/17 4:19 pm)**: Updated approval dates in LON.  
**Alice Griffin (agriffin) (12/06/17 10:37 am)**: Corrected CIP Code in the Letter of Notification.

Key: 639