

Date Submitted: 11/05/23 8:53 am

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

Last approved: 05/20/20 8:55 am

Last edit: 12/08/23 10:40 am

Changes proposed by: kway

Catalog Pages Using

this Program

[Hospitality Management \(HOSP\)](#)

Submitter:

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Program Status

Active

Academic Level

Undergraduate

Type of proposal

Minor

Select a reason for this modification

Making Minor Changes to an Existing Certificate, Degree or Program (including 15 or fewer hours, admission/graduation requirements, Focused Studies or Tracks)

Effective Catalog Year 08152024

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 Curriculum Review and Program Assessment
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. Undergraduate Council
12. Faculty Senate
13. Provost Final
14. Registrar Final
15. Catalog Editor Final

Approval Path

1. 02/03/23 2:55 pm
Lona Robertson (ljrobert): Rollback to Initiator
2. 11/05/23 6:22 pm
Lona Robertson (ljrobert): Approved for AFLS Dean Initial
3. 11/07/23 5:13 pm
Lisa Kulczak (lkulcza): Approved for Director of Curriculum Review

and Program
Assessment

4. 11/08/23 7:43 am
Gina Daugherty
(gdaugher):
Approved for
Registrar Initial
5. 11/27/23 11:48 am
Doug Miles
(dmiles): Approved
for Institutional
Research
6. 11/27/23 1:02 pm
Donna Graham
(dgraham):
Approved for HESC
Chair
7. 11/27/23 2:17 pm
Laura Kathleen
Matters Herold
(lkherold):
Approved for HESC
Curriculum
Committee
8. 02/15/24 11:18 am
Casey Owens
Hanning
(cmowens):
Approved for AFLS
Faculty
9. 02/15/24 11:39 am
Lona Robertson
(ljrobert): Approved
for AFLS Dean
10. 02/15/24 11:51 am
Suzanne Kenner
(skenner): Approved
for Global Campus
11. 02/15/24 9:19 pm
Matthew Ganio
(msganio):

Approved for
Provost Review

History

1. May 11, 2018 by
Nancy Simkins
(nsimkin)
2. May 20, 2020 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 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 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 for Web-based Courses 50

Course delivery mode	Method(s)
	Online

Class interaction mode	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 all the five courses **required** for the minor.

HOSP 1603	Course HOSP 1603 Not Found	3
HOSP 2603	Course HOSP 2603 Not Found	3
HOSP 3623	Course HOSP 3623 Not Found	3
HOSP 3673	Course HOSP 3673 Not Found	3

<u>HOSP 4613</u>	<u>Course HOSP 4613 Not Found</u>	<u>3</u>
<u>Core Requirements:</u>		<u>9</u>
<u>HOSP 16003</u>	<u>Introduction to Hospitality Management</u>	
<u>HOSP 26003</u>	<u>Purchasing and Cost Control</u>	
<u>HOSP 36203</u>	<u>Introduction to Meetings and Events Management</u>	
<u>Additional Requirements: (choose a minimum of six (6) hours)</u>		<u>6</u>
<u>HOSP 36503</u>	<u>Hospitality, Dietetic Management and Human Resources</u>	
<u>HOSP 36703</u>	<u>Event Safety and Venue Management</u>	
<u>HOSP 37103</u>	<u>Beverage Management</u>	
<u>HOSP 46103</u>	<u>Festival Management and Analysis</u>	
<u>HOSP 46603</u>	<u>Hospitality Management Capstone</u>	
Total Hours		15

8-Semester Plan

Are Similar Programs available in the area?

No

Estimated Student 15-20 per semester

Demand for Program

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

Program Goals and Objectives

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
Change required course block to total 9 hours. Add additional requirements block for a total of six hours. Move HOSP 3673 and HOSP 4613 to additional requirements block as an option and add HOSP 3653, HOSP 3713, and HOSP 4663 as options to meet total of 15 hours for minor.	Changes allow students to move through the minor more freely and complete the minor in a more timely fashion.

Upload attachments

Reviewer Comments

Lona Robertson (ljrobert) (02/03/23 2:55 pm): Rollback: Rollback because of prerequisites.

Lisa Kulczak (lkulcza) (11/07/23 5:12 pm): Updated submitter information, changed effective date from fall 2023 to fall 2024. Reformatted core requirements section to be consistent with the additional requirements layout.