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| For Academic Affairs and Research Use Only |
| Proposal Number |  |
| CIP Code:  |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

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| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Head of Unit (if applicable)**   |
| Melodie Philhours 10/4/2022**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Graduate Curriculum Committee Chair** |
| Jim Washam 10/11/2022**College Dean** | Alan Utter 10/26/2022**Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**General Education Committee Chair (if applicable)**   |  |

1. **Contact Person (Name, Email Address, Phone Number)**

Dr. Matthew Hill, mdhill@astate.edu

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Spring (2023-24 Bulletin Year)

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)** *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **HETM** |
| **Number\*** |  | **6033** |
| **Title** (include a short title that’s 30 characters or fewer) |  | **Strategic Event Management** |
| **Description\*\*** |  | **The practice and principles of event management. Topics include identifying and selecting partners, developing proposals, sequencing workflows, and budgeting.** |

 ***\**** Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*.

\*\*Forty words or fewer (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. YES Are there any prerequisites?
	1. If yes, which ones?

HETM 6013 - Issues and Trends in Hospitality and Event Tourism Management

* 1. Why or why not?

This course provides foundation knowledge and a common understanding to build upon.

1. NO Is this course restricted to a specific major?
	1. If yes, which major?
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Fall, Spring

1. **Proposed course type [Modification requested? Yes/No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Lecture Only

1. **Proposed grade type [Modification requested? Yes/No]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard Letter

1. NO Is this course dual-listed (undergraduate/graduate)?
2. NO Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

 Enter text...

 **b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

 Enter text...

1. NO Is this course in support of a new program?

a. If yes, what program?

 Enter text...

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for a judgment of the content of the course.)

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| 7-week Format | Module & Content |
| Week 1 | Module 1: Introduction to The Meetings, Expositions, Events, and Conventions (MEEC) Industry * History of MEEC Subsector
* Economic, Environmental, Cultural Impact
 |
| Week 2 | Module 2: Meeting, Expositions, Events, and Convention Organizers* Industry Associations
* Career Opportunities
 |
| Weeks 3 | Module 3: Planning MEEC Gatherings* Producing Meetings and Events
* International Aspects in MEEC
 |
| Weeks 4 | Module 4: Goals/Objectives and the Budget* Goals and Objectives Formulation
* The Event Budget
* Sponsors and Sponsors
 |
| Weeks 5 | Module 5: Venues and Hotels* Site Selection
* Space Considerations
* Hotel Operations
 |
| Weeks 6 | Module 6: Food & Beverage/Restaurants* Location Type
* Menu Planning
* Restaurant Operations
 |
| Weeks 7 | Module 7: Misc. Elements* Legal Issues in the MEEC Industry
* Technology and the Meeting Professional
* Sustainable Meetings and Events
 |

1. **Proposed special features** **[Modification requested? Yes/No]**

(e.g. labs, exhibits, site visitations, etc.)

None

1. **Department staffing and classroom/lab resources**

One faculty member

1. Will this require additional faculty, supplies, etc.?

 No

1. NO Does this course require course fees?

 *If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

**New Course Justification (New Courses Only)**

1. Justification for the course. Must include:

 a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

This course is needed since the nature of Meetings, Exhibitions, Events, and Conventions permits in-depth knowledge development and application. The transferability of these industry skills is marketable with a projected growth rate of 18% from 2020-2030 (<https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm>).

b. How does the course fit with the mission of the department? If the course is mandated by an accrediting or certifying agency, include the directive.

 The mission of the NGCOB graduate programs is to produce career-ready graduates and to enhance the career mobility of those further along in their professional lives. The course provides current content that will not only bring value to the organizations for which students may work but value in terms of students’ personal brand development.

c. Student population served.

Graduate students in the MBA program are interested in the Hospitality Management Concentration

d. Rationale for the level of the course (lower, upper, or graduate).

The course is a required component of the Hospitality Management Concentration

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. Not Applicable (new course) Do the proposed modifications result in a change to the assessment plan?

 *If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

This course fits into the existing outcomes for the MBA program as shown below.

MBA Program‐Level Student Learning Outcomes

• Teamwork and Leadership: Our students will demonstrate the ability to lead and productively participate in group situations.

• Knowledge Application: Our students will be able to apply quantitative and qualitative knowledge to solve problems and make decisions.

• Ethics: Students will understand the role of business ethics when solving problems and making decisions.

• Oral Communication: Students will demonstrate an ability to use oral communication effectively.

• Written Communication: Students will demonstrate the ability to communicate effectively in writing

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #19)** | Knowledge Application: Our students will be able to apply quantitative and qualitative knowledge to solve problems and make decisions. |
| Assessment Measure | Team Event Project requires students to research, plan, and budget for a revenue-producing special event. |
| Assessment Timetable | Whenever the course is offered. This is a component of the course content. |
| Who is responsible for assessing and reporting on the results? | Instructor reporting to Knowledge Application Goal Assessment Team and the NGCOB Assessment Committee |

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| **Program-Level Outcome 1 (from question #19)** | Oral Communication: Students will demonstrate an ability to use oral communication effectively. |
| Assessment Measure | Team Event Project requires students to research, plan, and budget for a revenue-producing special event and make an oral presentation to the class for critique. |
| Assessment Timetable | Whenever the course is offered. This is a component of the course content. |
| Who is responsible for assessing and reporting on the results? | Instructor reporting to Oral Communication Goal Assessment Team and the NGCOB Assessment Committee |

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| **Program-Level Outcome 1 (from question #19)** | Written Communication: Students will demonstrate the ability to communicate effectively in writing |
| Assessment Measure |  Team Event Project requires students to research, plan, and budget for a revenue-producing special event including the creation of a marketing piece.  |
| Assessment Timetable | Whenever the course is offered. This is a component of the course content. |
| Who is responsible for assessing and reporting on the results? | Instructor reporting to Written Communication Goal Assessment Team and the NGCOB Assessment Committee |

 **Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Learn the characteristics of the MEEC subsector its employees and career opportunities |
| Which learning activities are responsible for this outcome? | Reading assignments, learning activities, and Team Event Planning Project |
| Assessment Measure  | Exams, Learning Activities |

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| **Outcome 2** | Learn a standardized process for planning MEEC activities and prepare select milestone documents used in the MEEC subsector (event profile, budget, timeline, marketing strategy, and evaluation) in a professional manner free of grammatical errors. |
| Which learning activities are responsible for this outcome? | Reading assignments, learning activities, and Team Event Planning Project  |
| Assessment Measure  | Team Case Study |

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| **Outcome 3** | Develop event goals/objectives, research event fundamentals, destination options, food, beverage, venue decor, and entertainment. |
| Which learning activities are responsible for this outcome? | Reading assignments, learning activities, and Team Event Planning Project  |
| Assessment Measure  | Team Case Study |

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| **Outcome 4** | Assess potential legal, ethical, and risk management issues and develop contingency plans for addressing those issues. |
| Which learning activities are responsible for this outcome? | Reading assignments, learning activities, and Team Event Planning Project  |
| Assessment Measure  | Quizzes, Exams, Learning Activities, and Team Case Study |

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| **Outcome 5** | Apply effective communication skills |
| Which learning activities are responsible for this outcome? | Team Event Project requires students to research, plan, and budget for a revenue-producing special event and make an oral presentation to the class for critique. |
| Assessment Measure  | Online discussion boards, learning activities, exams, and Team Case Study |

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| **Outcome 6** | Apply critical thinking and problem-solving skills |
| Which learning activities are responsible for this outcome? | Team Event Project requires students to research, plan, and budget for a revenue-producing special event and make an oral presentation to the class for critique. |
| Assessment Measure  | Online discussion boards, learning activities, quizzes, exams, and Team Case Study |

**Bulletin Changes**

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| **Instructions**  |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  |

INSERT:

HETM 6033 - Strategic Event Management

Sem. Hrs: 3

The practice and principles of event management are examined. Topics include identifying and selecting partners, developing proposals, sequencing workflows, and budgeting.

Prerequisite: HETM 6013.