

LSC Use Only Proposal No:	UWUCC Use Only Proposal No: 14-66P
LSC Action-Date:	UWUCC Action-Date: AP-9/16/14 Senate Action Date: App 10/7/14

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Mr. Jeffrey A. Miller	Email Address jmiller@iup.edu
Proposing Department/Unit Hospitality Management	Phone 724-357-2626

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

New Course
 Course Prefix Change
 Course Deletion
 Course Revision
 Course Number and/or Title Change
 Catalog Description Change

Current course prefix, number and full title: **HOSP 280 Introduction to Special Events Management**

Proposed course prefix, number and full title, if changing: _____

2. Liberal Studies Course Designations, as appropriate
 This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Learning Skills
 Knowledge Area
 Global and Multicultural Awareness
 Writing Across the Curriculum (W Course)
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)

Global Citizenship
 Information Literacy
 Oral Communication
 Quantitative Reasoning
 Scientific Literacy
 Technological Literacy

3. Other Designations, as appropriate

Honors College Course
 Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

Catalog Description Change
 Program Revision
 Program Title Change
 New Track
 New Degree Program
 New Minor Program
 Liberal Studies Requirement Changes
 Other

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Jeffrey Miller</i>	4-9-14
Department Chairperson(s)	<i>Jeffrey Miller</i>	4-9-14
College Curriculum Committee Chair	<i>Jane Wachtel</i>	6-10-14
College Dean	<i>[Signature]</i>	9-4-14
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	<i>Gail Schust</i>	9-17-14

Received SEP 17 2014 Liberal Studies	Received SEP 9 2014 Liberal Studies
--	---

I. Catalog Description

HOSP 280	Introduction to Special Events Management	3 class hours 0 lab hours 3 credits
		(3c-01-3cr)

Introduces the principles of special event management and current practices and developments within the event management industry. Discusses event management responsibilities from the initial planning stages through delivery.

II. Course Outcomes

The student will be able to:

1. Articulate the four knowledge domains of the special events specialty: administration, coordination, marketing, and risk management.
2. Create standards to exceed customer needs in relation to the type of special event as reflected in the customer, cuisine, table setting, décor, entertainment, and service.
3. Determine appropriate insurance and legal issues for special events.
4. Write proposals for special events.
5. Access and apply information from the study of global celebrations, educational events, marketing campaigns, and reunion activities.
6. Identify career opportunities and career advancement in special events management.

III. Course Outline

- A. Anatomy of an Event (3 hours)
 1. Role and Scope of the Special Event Coordinator
 2. Arrival
 3. Atmosphere
 4. Menu
 5. Activities and Amenities

B. The Event Element Assessment (2 hours)

1. Needs Assessment
2. Prioritizing Goals and Objectives
3. Feasibility and Impact Studies
4. Timelines and Schedules
5. Contingency Plans
6. Insurance

C. Developing the Event Site (3 hours)

1. Site Selection and Inspection
2. Site Inspection Strategies
3. Designing and Site Plan
4. Documentation Strategies

Exam 1 (1 hour)

D. Accommodating the Audience (3 hours)

1. Collateral Material Development
2. Registration and Admission
3. Seating and Ushering
4. Attendee and VIP Services

E. Providing the Event Infrastructure (3 hours)

1. Transportation
2. Parking
3. Waste Management and Recycling
4. Utilities
5. Labor and Labor Unions

F. Safe Operations (3 hours)

1. Communication Systems
2. Safety and Security
3. Medical and Emergency Services

G. Coordinating the Environment (3 hours)

1. Theme Development
2. Décor
3. Staging Considerations

Exam 2 (1 hour)

H. Fundamentals of Production (3 hours)

1. Lighting
2. Sound and Audiovisuals
3. Projection Specification and Placement
4. Special Effects
5. Selecting Technical Providers

I. Staging the Entertainment Experience (3 hours)

1. Event Choreography
2. Scripting the Program
3. Selecting and Booking Entertainment
4. Managing Personalities and Performers

J. Food and Beverage Operations (2 hours)

1. Catering Operations
2. Menu Design
3. Food Service Styles
4. Alcohol Management

K. Making Event Memories (2 hours)

1. Creating a Legacy
2. Awards and Award Ceremonies
3. Prizes, Gifts, and Amenities
4. Souvenir Mementos and Merchandise

Exam 3 (1 hour)

L. Ancillary Programs (2 hours)

1. Companion Programs
2. Optional Tours and Trips
3. Mini Events
4. Sporting Events

M. Vendors and Volunteers (3 hours)

1. Vendor Selection
2. Volunteer and Support Staff
3. Temporary Staffing

N. Knowledge Management (2 hours)

1. Information Management

2. The Production Book
3. Evaluations
4. Documentation and Archives

O. Strategies for Success (2 hours)

1. An Integrated Discipline
2. Industry Standards and Credentials
3. Special Event Coordination Career Plan

Final Exam - During Final Exam Week (2 hours)

IV. Evaluation Methods

The final grade will be determined as follows:

- 35% Completion of case studies and simulations
- 15% Special Events Presentation Evaluations -- students will complete a form provided in class to evaluate special events managed and/or observed during the semester.
- 15% Research Paper -- students research a topic dealing specifically with special event management. Grading based upon a class-presented rubric.
- 35% Four tests comprised of true/false, multiple choice, matching, and short answer questions.

V. Grading Scale

A: 90% or above B: 80-89% C: 70-79% D: 60-69% F: < 60%

VI. Attendance Policy

Student learning is enhanced by regular attendance and participation in class discussion, therefore the instructor expects all students to attend class. The attendance policy for this class follows the Undergraduate Course Attendance Policy which is included in the Undergraduate Catalog.

VII. Required textbooks, supplemental books and readings

Silvers, Julia Rutherford (2012). *Professional Event Coordination*, New Jersey: John Wiley and Sons.

VIII. Special resource requirements

None

IX. Bibliography

Columbus, G. (2011). *The Complete Guide to Careers in Special Events*. New York: Wiley and Sons.

Fenich, G. (2012). *Meetings, Expositions, Events, and Conventions*. New York: Prentice Hall.

Goldblatt, J. (2011). *Special Events: A New Generation and the Next Frontier*, 6th ed. New York: Wiley and Sons.

Goldblatt, J. (2013). *Special Events: Creating and Sustaining a New World for Celebration*. New Jersey: Wiley and Sons.

Malouf, L. (2012). *Events Exposed: Managing and Designing Special Events*. New York: Wiley and Sons.

Shock, F. (2011). *On-Premises Catering: Hotels, Convention Centers, Arenas, Clubs, and More*, 2nd ed. New York: Wiley and Sons.

Course Analysis Questionnaire

Section A: Details of the Course

- A1. How does this course fit into programs of the department? For which students is the course designed? (majors, students in other majors, liberal studies). Explain why the content cannot be incorporated into an existing course.

Course will be a required course for Hospitality Management majors. Breadth and depth of course content cannot be adequately covered as part of an existing course.

- A.2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

This course does not require changes in the content of existing courses. Course will be added to the Hospitality Management battery of required courses. No catalog descriptions of other courses or department programs need to be changed.

- A3. Has this course ever been offered at IUP on a trial basis (e.g. as a special topic). If so, explain the details of the offering (semester/year and number of students).

This course was offered as a special topic course in the Fall 2013 semester with a student enrollment of 45 within two sections.

- A4. Is this course to be a dual-level course? If so, please note that graduate approval occurs after the undergraduate.

This course will not be a dual-level course.

- A5. If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience for each student? Who will make this determination and by what procedures?

This course cannot be taken for variable credit.

- A6. Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

Florida International University	HFT 3754 Expositions and Events Management
James Madison University	HM 413 Special Events and Meeting Management
University of Nevada Las Vegas	TCA 488 Special Events Management

- A7. Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

Course content is not required by any society, authority, or agency.

Section B: Interdisciplinary Implications

- B1. Will this course be taught by instructors from more than one department or team taught within the department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus or record.

This course will not be taught by instructors from more than one department. This course will not be team taught.

- B2. What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes towards the proposed change(s).

There is no relationship between the content for this course and the content of courses offered by other departments.

- B3. Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

This course will not be cross-listed with other departments.

B4. Will seats in this course be made available to students in the School of Continuing Education?

Yes.

Section C: Implementation

C1. Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

Faculty resources are adequate with the addition of an approved faculty position as of Fall 2014. This course will be assigned to faculty as part of their normal instructional workload.

C2. What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

- *Space
- *Equipment
- *Laboratory Supplies and other Consumable Goods
- *Library Materials
- *Travel Funds

Current resources are adequate to teach this course.

C3. Are there any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No resources for this course are funded by a grant.

C4. How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

This course will be offered during the Fall and Spring semesters and is not designed for certain seasonal semesters.

C5. How many sections of this course do you anticipate offering in any single semester?

The offering of two sections per single semester is anticipated.

C6. How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

It is anticipated that each section will contain 45 students, the capacity of the anticipated classroom.

C7. Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society recommends enrollment limits or parameters for this course.

C8. If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

No additional information is necessary.