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## USF Sarasota-Manatee - Substantive Undergraduate Course Proposal Form

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### 1. College/School Contact Information

<u>Tracking Number</u> 36	<u>Date &amp; Time Submitted</u> 2014-12-16 10:55:08.0	
<u>Discipline</u> Hotel/Restaurant Management	<u>College/School</u>	<u>Budget Account Number</u> 380600004
<u>Contact Person</u> Sarah Fayard	<u>Phone</u> 9413594619	<u>Email</u> sarahfayard@sar.usf.edu

### 2. Course Information

<u>Prefix</u> HFT	<u>Number</u> 4757	<u>Full Title</u> Event Management	
Is the course title variable?		N	
Is a permit required for registration?		N	
Are the credit hours variable?		N	
<u>Credit Hours</u> 3	<u>Section Type</u> Class Lecture (Primarily)	<u>Grading Option</u> Regular	

Abbreviated Title (30 characters maximum)  
Event Management

### 5. Prerequisites

HFT 3003

### 6. Corequisites

### 7. Co-Prerequisites

### 8. Course Description

This course will concentrate on established standards, techniques, and practices of event management. The focus will be on social and business functions, and the management of large scale, independent events, such as catering events.

### 9. New Course Information

<u>New Prefix</u> N/A	<u>New Number</u> N/A	<u>New Full Title</u> N/A	
Is the course title variable?		N	
Is a permit required for registration?		N	
Are the credit hours variable?		N	
<u>New Credit Hours</u>	<u>New Section Type</u>	<u>New Grading Option</u>	

N/A

Class Lecture (Primarily)

Regular

New Abbreviated Title (30 characters maximum)

N/A

12. New Prerequisites

none

13. New Corequisites

N/A

14. New Co-Prerequisites

N/A

15. New Course Description

N/A

16. **Justification**

A. Nature of change(s)

We would like to remove the prerequisite from this course. HFT 4751 - Event Management is an elective. By its very nature, electives should not have prerequisites as they should be available across disciplines. Our other electives (Tourism Management, Beverage Management, Cruise Management) do not have prerequisites. For the sake of consistency and uniformity, we would like all of our electives to be free of prerequisites. We strongly believe our core degree program required courses should have HFT 3003 as a prerequisite. However, Event Management and Club Management are courses that students outside of the major could successfully take they are also classes that undeclared major students could take to see if hospitality is something they might be interested or successful in. We would like a consistent offering of electives which would be available to students across disciplines. Our program is growing - the Tampa hosting agreement becomes official pending SACS site approval in fall 2015. We would like a uniform offering of electives as we grow.

B. Indicate how this course will strengthen the Undergraduate Program.

Students in other disciplines will have the opportunity to take the course thereby adding diversity and complexity to the classroom.

C. What specific area of knowledge is covered by this change that is not covered by courses currently listed.

n/a

D. What is the need or demand for this course? {Here you must indicate if this course is part of a required sequence in the major} What other programs would this course?

Students want to take this course who are not hospitality majors. Since this is not a core course requirement for the degree program, students in other majors now have seamless access to the course.

E. What qualifications for training and/or experience are necessary to teach this course?

a master's degree is required with 18 graduate credit hours in hospitality

F. What will be the effect of this change on the program and on the students? Do you plan to drop a course if this change is made? (If dropping/deleting a course please complete the nonsubstantive course change form.)

No courses will be dropped. More students will be able to take the course without any prerequisites.

## 17. Other Course Information

A. Objectives

1. Explain the planning for successful events 2. Explain the marketing strategies for successful events 3. Indicate the knowledge associated with events operations and human resources 4. Indicate the skills associated with events operations and human resources

B. Learning Outcomes

1. Develop and analyze an event concept in order to learn about event business 2. Demonstrate a feasibility study for an event in order to learn about event planning 3. Formulate and compute a budget and cash flow analysis for event planning 4. Forecast and analyze staffing requirements and analyze different recruiting tools

C. Major Topics

1. Research of special events management 2. Design and Planning of special events management 3. Coordination of special events management 4. Evaluation of special events management

D. Textbooks

Event Management, 2005, Van Der Wagen and Carlos, Prentice Hall ISBN - 9781442534889. Introduction to Event Management, Concept and Design of Event Management, Feasibility, and legal compliance of Event Management, Financial issues in Event Management, Marketing and Promotion of Event Management, Planning and Risk Management of Event Management, Leadership, Safety and Security of Event Management, Staffing and Operations in Event Management

## 18. Syllabus

Please submit an electronic copy of your syllabus to Rhonda Moraca,  
[moraca@sar.usf.edu](mailto:moraca@sar.usf.edu).

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