

Cover Sheet: Request 11299

Event Management

Info

Process	Minor New/Close Ugrad
Status	Pending
Submitter	Eberhart, Sarah seberhart@hhp.ufl.edu
Created	11/16/2016 1:29:24 PM
Updated	11/18/2016 9:20:01 AM
Description of request	Creation of the Event Management minor (15 credits)

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Tourism, Recreation and Sport Management 012602000	Sagas, Michael		11/18/2016
Added Proposed Undergraduate Catalog Copy.pdf					11/16/2016
College	Approved	HHP - College of Health and Human Performance	Janelle, Christopher M		11/18/2016
No document changes					
AP for Undergraduate Affairs Notified	Notified	PV - Associate Provost for Undergraduate Affairs			11/18/2016
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/18/2016
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Minor|New for request 11299

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Form version: 1

Responses

Existing Degree Program NameTourism, Event and Recreation Management

CIP Code31.0301

Existing Minor(s)none

Proposed Minor NameEvent Management

Proposed Transcript Title (Maximum 50 characters)Event Management

CodeEM

Credits15

Number of Students 50

Effective Term Earliest Available

Effective Year Earliest Available

Percentage of Credits Available Fully Online<50%

Percentage of Credits Available Off-Campus<25%

Rationale and Place in Curriculum The Department of Tourism, Recreation and Sport Management (TRSM) introduced the Bachelor of Science in Tourism, Events and Recreation Management (TERM) during the 2014 fall semester. Since its inception, the TERM program has experienced a dramatic increase in interest, particularly in the Event Management Specialization. There is a growing demand for event management courses on campus as evidenced by the enrollment of 61% (n=70) of non-TERM majors in HFT 2750 Event Management fall 2016. Of the 61% of non-TERM majors, 24 are Business Administration, 20 are Sport Management, 13 are Journalism, 9 are Liberal Arts & Sciences, 3 are Agricultural, 1 is Fine Arts and 1 is Health Education Behavior. In addition to the growing student demand for event management courses, the United States Department of Labor's Bureau of Labor Statistics reports a 10% employment growth rate in the event industry (<http://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm>, October 25, 2016), resulting in a solid career path for UF students. The documented interest in event management from non-TERM majors and the projected growth of the event industry supports the need for a Minor in Event Management.

The establishment of the Minor in Event Management aims to provide students with access to programming that would otherwise not be extended to them, enriching their majors in other colleges, schools, departments and programs across campus. The Event Management Minor enhances student knowledge of event management and increases their understanding of the practical skills necessary for successful event industry careers. The Minor in Event Management cannot be obtained through any other college, school, department or program within the University of Florida. The only majors prohibited from enrolling in the Minor in Event Management are TERM majors because the minor heavily overlaps with their major area of study. The Minor in Event Management leverages existing TRSM courses, eliminating the need for new course development or the addition of new faculty to support the program.

The Minor in Event Management is 15 credits:

- HFT 2750 Event Management
- HFT 3512 Event Promotion
- HFT 4517 Convention Sales & Services
- HFT 4754 Advanced Event Management

and (1) of the following courses:

- HFT 3253 Lodging Operations & Management
- LEI 3301 Principles of Travel and Tourism
- LEI 3360 Hospitality Management
- LEI 3843 Entrepreneurship in TRSM
- HFT4468 Hospitality Revenue Management
- LEI 4540 Management & Supervision of Facilities & Personnel

Impacts on Other Programs The establishment of the Minor in Event Management would allow students interested in event management to earn a minor in Event Management, potentially elevating their marketability to future employers. Currently the department is offering these courses to students in the College of Business and the College of Journalism and Communications to complete an area of specialization or outside concentration. The creation of this minor will allow these students to further their knowledge and earn a minor in this field.

Minor

Event Management

About this minor:

College: Health and Human Performance

Credits: 15, 2.0 cumulative GPA, no S-U grades

Contact: 330 Florida Gym

Applicants must receive approval of their college before obtaining Tourism, Recreation and Sport Management approval in 330 Florida Gym.

All credits must be completed at UF.

The minor is not open to Tourism, Event and Recreation Management students.

Required courses:

HFT 2750 Event Management (3 credits)

HFT 3512 Event Promotion (3 credits)

HFT 4517 Convention Sales & Services (3 credits)

HFT 4754 Advanced Event Management (3 credits)

Additional course (choose one):

HFT 3253 Lodging Operations & Management (3 credits)

HFT 4468 Hospitality Revenue Management (3 credits)

LEI 3301 Principles of Travel and Tourism (3 credits)

LEI 3360 Hospitality Management (3 credits)

LEI 3843 Entrepreneurship in Tourism, Recreation and Sport Management (3 credits)

LEI 4540 Management and Supervision of Facilities and Personnel (3 credits)