

**UCC/UGC/ECCC**

Proposal for New Academic Plan

***If this new plan is not listed in the current NAU*** [***academic program inventory***](http://www4.nau.edu/pair/AcademicProgramData/AcademicProgramInvFall2010ABORFINAL.xlsx)***, then you must first complete the “Proposal to establish a New Degree” form*.**

***All Plans with NCATE designation, or plans seeking NCATE designation, must include an NCATE Accreditation Memo of Approval from the NAU NCATE administrator prior to college curricular submission.***

***UCC proposals must include an 8-term plan.***

***UGC proposals must include a program of study.***

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. College: | **The W.A. Franke College of Business** | | | 2. Academic Unit: | | | **Hotel and Restaurant Management** |
|  | |  |  | |  | | |
| 3. Academic      Plan Name: | | **Event Management for Hospitality Majors; Undergraduate Certificate** | | 4. Emphasis: | |  | |

|  |  |  |
| --- | --- | --- |
| 5. Plan proposal: | New Plan | New Emphasis |

6. Justification for the new plan or certificate, including how the need for the plan was determined. Please also address how it is designed to meet local market, professional requirements, employment opportunities, or other needs.

**Enables students to gain an understanding knowledge and more marketable skills sets and capabilities by encouraging them to focus in Event Planning as well as provide them with greater control and the opportunity to gain the competitive edge in this part of the industry. As this part of the industry grows increasingly competitive, education and training are becoming increasingly more important and desired by the hospitality industry companies. Must be a degree seeking student to complete this Certificate.**

7. Student learning outcomes of the plan. If structured as plan/emphasis, include for **both c**ore and emphasis. *(*[*Resources, Examples & Tools for Developing Effective Program Student Learning Outcomes*](http://www4.nau.edu/avpaa/Assessment/ProgramLearningOutcomesPDF_090712.pdf)*).*

1. **The Student will be able to describe the event and meeting industry, including seminars, conventions, conferences, expositions, trade shows, and special events.**
2. **The Student will be able to conduct effective event and meeting management research, including needs assessment, site analysis, situation analysis, and feasibility studies.**
3. **The Student will be able to demonstrate professionalism in event management, covering the knowledge base, theory, methodologies and ethics.**
4. **The Student will develop and demonstrate skills sets firsthand via an on-site, hands-on internship.**
5. **The Student will be able to identify criteria utilized in the selection of a site, organizing a budget, and the financial management for an event.**
6. **The Student will be able to demonstrate the process of planning, selecting, and scheduling activities, organize volunteers and staff, and promote an event.**
7. **The Student will be able to interpret and evaluate effective space planning solutions for a variety of interior spaces that will enhance the event.**
8. **The Student will be able to interpret and describe principles of both business and not-for-profit management to the special needs of event organizations.**

**8.** AcademicCatalog text and requirements:

       8a. Text to be displayed on the Career tab in the academic catalog (max 3 paragraphs):

##### **What Can I Do with a Certificate in Event Management for Hospitality Majors?**

**A hospitality major with a Certificate in Event Management will enhance their opportunity of being employed by event-planning departments of hotels, convention facilities, exhibition facilities, country clubs, and resorts.**

     8b. Text to be displayed on the Overview tab in the academic catalog (max 3 paragraphs):

**In addition to University Requirements:**

* **Complete individual plan requirements.**

**Please note that you may be able to use some courses to meet more than one requirement. Contact your advisor for details.**

| **Minimum Units for Completion** | **18** |
| --- | --- |
| **Mathematics Required** | **MAT 114** |

     8c. Plan requirements to be displayed on the “Details” tab in the academic catalog:

***Certificate Requirements***

**Take the following 18 units with a Grade of "C" or better in each course and a minimum GPA of 2.0:**

* **HA 378, HA 407 (6 units)**
* **ID 110 (3 units)**
* **PRM 325 (3 units)**
* **HA 408 (6 units)**

**or**

* **600 hours of documented work experience in Event Planning and take six units from the following list:**

**HA 372, HA 373, HA 374, HA 375, HA 376, HA 377, HA 379, HA 381, HA 477 (6 units)**

**To complete this certificate you must be a declared Hotel and Restaurant Management Major.**

**This certificate may only be pursued and completed concurrently with a degree program.  This certificate is not available as a stand-alone certificate.**

**Be aware that some courses may have prerequisites that you must also take. For prerequisite information click on the course or see your advisor.**

8d. Attributes to be displayed on the Overview tab in the academic catalog:

|  |  |  |  |
| --- | --- | --- | --- |
| Required | Not Required | Optional | Recommended |
| Additional Admission                Requirement | Additional Admission                Requirement | Additional Admission                Requirement | Additional Admission                Requirement |
| Additional Fees/Program Fees | Additional Fees/Program Fees | Additional Fees/Program Fees | Additional Fees/Program Fees |
| Arizona        Certification/Endorsement | Arizona        Certification/Endorsement | Arizona        Certification/Endorsement | Arizona        Certification/Endorsement |
| Comprehensive Exam | Comprehensive Exam | Comprehensive Exam | Comprehensive Exam |
| Dissertation | Dissertation | Dissertation | Dissertation |
| Emphasis, Minor, Certificate | Emphasis, Minor, Certificate | Emphasis, Minor, Certificate | Emphasis, Minor, Certificate |
| Fieldwork Experience | Fieldwork Experience | Fieldwork Experience | Fieldwork Experience |
| Foreign Language | Foreign Language | Foreign Language | Foreign Language |
| Legislative Internship | Legislative Internship | Legislative Internship | Legislative Internship |
| Oral Defense | Oral Defense | Oral Defense | Oral Defense |
| Research | Research | Research | Research |
| Study Abroad | Study Abroad | Study Abroad | Study Abroad |
| Student Teaching/Supervised        Teaching | Student Teaching/Supervised        Teaching | Student Teaching/Supervised        Teaching | Student Teaching/Supervised        Teaching |
| Thesis | Thesis | Thesis | Thesis |

9. NCATE designation, if applicable**:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Initial Plan |  | Advanced Plan | | | |  | Remove Designation | |
| 10. Effective beginning **FALL**: | | | **2014** | |  | | |
| [**See effective dates calendar**](http://www4.nau.edu/avpaa/timelines/1213Effective.xls) | | | |  | | | |

11. Will this proposal impact other plans, sub plans, or course offerings, etc.?

Yes      No

      If yes, describe the impact and include a letter of response from each impacted academic unit.

**See attached support memo from ID and PRM**

**Answer 12-13 for UCC/ECCC only:**

12. A major is differentiated from another major by required course commonality: 24 units of the        required credit hours of a major must be unique, (i.e. not common or not dual use as a required        element in another major), to that major. Does this plan have 24 units of unique required        credit? Yes       No

13. Minor: A planned group of courses from one or more subject matter areas consisting of at least       18 hours and no more than 24 hours. At least 12 hours of the minor must be unique to that minor        to differentiate it from other minors.

         Does this minor have 12 units of unique required credit? Yes       No

**Answer 14-15 for UGC only:**

14. If this is a non-thesis plan, does it require a minimum of 24 units of formal graded coursework?                                                                                                                                       Yes       No

       If no, explain why NAU should establish the plan.

15. If this is a thesis plan, does it require a minimum of 18 units of formal graded coursework?                                                                                                                                       Yes       No

       If no, explain why NAU should establish the plan.

|  |  |
| --- | --- |
| **FLAGSTAFF MOUNTAIN CAMPUS** |  |
| **Scott Galland** | **2/10/2014** |
| Reviewed by Curriculum Process Associate | Date |
|  |  |
| **Approvals**: |  |
|  |  |
| Department Chair/Unit Head (if appropriate) | Date |
|  |  |
| Chair of college curriculum committee | Date |
|  |  |
| Dean of college | Date |
|  |  |
| **For Committee use only:** |  |
|  |  |
| UCC/UGC Approval | Date |

Approved as submitted: Yes  No

Approved as modified: Yes  No

|  |  |
| --- | --- |
| **EXTENDED CAMPUSES** |  |
|  |  |
| Reviewed by Curriculum Process Associate | Date |
|  |  |
| **Approvals:** |  |
|  | |
| Academic Unit Head | Date |
|  | |
| Division Curriculum Committee (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Division Administrator in Extended Campuses (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Faculty Chair of Extended Campuses Curriculum Committee (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Chief Academic Officer; Extended Campuses (or Designee) | Date |
|  |  |

Approved as submitted: Yes  No

Approved as modified: Yes  No

**From:** Charles Hammersley   
**Sent:** Monday, February 10, 2014 10:16 AM  
**To:** Stuart S Galland  
**Subject:** RE: Updated HA 378

Hello Stuart:

Yes, these changes were discussed with Galen on the revised HRM curriculum items.

I indeed support these curricular changes.

Metta,

Chuck

**From:** Stuart S Galland   
**Sent:** Monday, February 10, 2014 10:13 AM  
**To:** Charles Hammersley  
**Subject:** RE: Updated HA 378

Hi Chuck,

Will you support the addition of PRM 325 as an elective in the new HRM certificates?

1-Event Management for Interior Design Majors

2-Event Management for Hospitality Majors

3-Hotel Management

Thanks!

Scott Galland

Curriculum Process Associate

Office of Curriculum, Learning Design, and Academic Assessment

928-523-1753

928-699-9147 (cell)

[scott.galland@nau.edu](mailto:scott.galland@nau.edu)