Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Human Sciences
   Department: Nutrition, Dietetics and Hospitality Management

2. Course Prefix and Number: HRMT 5460
3. Effective Term: Fall 2013

4. Course Title: Catering and Event Management
   Abbreviated Title (30 characters or less): Catering and Event Management

5. Requested Action:
   - [ ] Renumber a Course
     Current Course Number:
   - [ ] Add a Course
     Proposed Course Number:
   - [ ] Revise a Course
     Type of Revision: Lecture Only

6. Course Credit:
   Contact/Group Hours
   Scheduled Type
   (e.g.: Lab, Lecture, Practicum, Directed Study)
   Weekly or Per Term?
   Credit Hours
   Anticipated Enrollment
   Maximum Hours (Repeatability): 1
   Total Credit Hours: 1

7. Grading Type:
   - [ ] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   HRMT 1010, HRMT major, Junior Standing, Departmental Approval

9. Restrictions: List specific restriction in space above.
   - [ ] College
   - [x] Major
   - [ ] Standing
   - [ ] Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Management and organizational techniques employed in the catering and special events industry.

11. May Count Either: HRMT 5460 or HRMT 6460
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    Program Type
    (e.g.: minor, major, etc.)
    Program Title
    (e.g.: MS in Chemistry, Performance Option, Minor in Art)
    Requirement or Elective?
    (required or optional?)
    Major BS in Hotel & Restaurant Management Elective

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - [ ] Applicable
    - [x] Not Applicable
14. Justification:

Faculty and student feedback has pointed to the need for a separation of the 3 credit hour lab and theory classes for the course. This will allow for the effective planning of THE Hospitality GALA, the HRMT fundraiser, over the course of two semesters rather than one. The learning environment will be further enhanced as students will now have the ability to concentrate on the conceptual realm of the catering and event planning industry while being gradually introduced in a leadership capacity for the planning of the HRMT fundraiser in the Spring. Further, this will give students more opportunities to focus solely on the practical element in the Spring with a separation in the current offering and effectively plan the fundraiser without the added stress of satisfying lecture and laboratory requirements which are not often in sync when progressing weekly through the course.

Exposing students to the theory first and then allowing them the opportunity to apply what was learned in the Fall to their Spring course will resolve these issues.

15. Resources:

No additional resources are needed. Classes will be held in Spidle Hall or other available class room.

16. Student Learning Outcomes:

1. Understand the role and scope of the catering and event planning industry.
2. Discuss the macro-environmental impacts of the event planning industry including economic, social, technological, and environmental.
3. Identify new and emerging career opportunities in catering and event planning.
4. Discuss the broad spectrum of different types of events.
5. Discuss the steps involved when the planning, coordinating, and executing events.
6. Understand key topical issues confronting the area of special events.

State in measurable terms (reflective of course level) what students should be able to do when they have completed this course.

17. Course Content Outline:

WEEK 1: Introduction to Event Management • Anatomy of an Event

WEEK 2: Planning the Event • Concept and Design

WEEK 3: Feasibility • Legal compliance

WEEK 4: Developing the Event Site • Making Event Memories

WEEK 5: Donors and sponsor list management for live and silent auctions

WEEK 6: Marketing & Promotion

WEEK 7: Coordinating the Environment & Fundamentals of Production

WEEK 8: Event Protocol & Staging the Entertainment Experience

WEEK 9: Staffing & Vendors and Volunteers

WEEK 10: Food and Beverage Operations

WEEK 11: Event Logistics

WEEK 12: Knowledge management
WEEK 13: Strategies for success
WEEK 14: Macro-environmental impacts affecting the catering and event planning industry
WEEK 15: Macro-environmental impacts affecting the catering and event planning industry
WEEK 16: Careers in event management

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:
- EXAM 1 (150pts)
- EXAM 2 (150pts)
- EXAM 3 (150pts)
- EVENT CERTIFICATION PROJECT (100pts)
- THE: Hospitality GALA PROJECT (450pts)

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

SCORING AND GRADING

TOTAL COURSE POINTS - 1000

Grades will be assigned as follows:

=> 90% A
80% - 89% B
70% - 79% C
60% - 69% D
<= 59% F

POLICIES ON UNANNOUNCED QUIZZES AND CLASS ATTENDANCE AND PARTICIPATION

No unannounced quizzes will be administered in this course. Missed assignments/activities/exams may be made up with a University approved excused absence as stated in the Tiger Cub. Further, if a student misses any assignments/activities/exams, the student may be allowed to make up those missed assessments within two weeks from the time the student initiates arrangements for it and ONLY upon providing a proper document (e.g., doctor's appointment) justifying their absence. Accordingly, the makeup assessment/activity/exam may vary in content, length, duration and rigor. Failure to provide proper documentation supporting a University approved excuse will result in the student earning no points on the respective assignment/activity/exam.

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale, for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit:

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.
Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoenas for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility. 1228 Haley Center, 844-2906 (TTY).