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 5461

3. Effective Term: Spring 2014

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

5. Requested Action:
   ✔ Renumber a Course
   ✔ Add a Course
   ✔ Revise a Course
   Current Course Number: 
   Proposed Course Number: 
   Type of Revision: 

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

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 5460, HRMT major, Junior Standing, Departmental Approval

9. Restrictions: List specific restriction in space above.
   ☐ College  ☑ Major  ☐ Standing  ☐ Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Provide students with a practical experience in the planning, coordinating and execution of THE Hospitality GALA and to provide a forum for students whereby they work alongside industry professionals.

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)

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
   ☑ 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.

The program's partner, The Capella Hotel Group, can easily accommodate this laboratory component of the class in the form of an actual event that students can plan, execute and evaluate. This will considerably enhance the student learning experience and enable students to practice the theory covered in the Fall HRMT 5460 class.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

No additional resources are needed. Laboratory classes will be held at the AUHCC and in Spidle Hall or other available classroom.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization – i.e.: Dean – where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:

1. Plan, organize, execute, and facilitate an actual event.
2. Demonstrate an understanding of the basics of coordinating special events.
3. Demonstrate a firm understanding of the knowledge and skills learned and their application within the working environment.
4. Demonstrate individual maturity, self-awareness, and confidence in the working environment.
5. Understand the importance of productive work methods including timing, tidiness, preparedness, use of technology, safe working practices and quality service methodologies.
6. Organize project tasks with group members, that is, the formulation of sub-groups within the group.
7. Apply management skills toward the delegation and completion of project tasks.

(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 AUHCC’s event planners • Role of AUHCC in the event management class
WEEK 2: Guest list management • Design of Save the Dates • The Hospitality Gala Website
WEEK 3: Donors and sponsor list management for live and silent auctions
WEEK 4: Setting budgetary objectives and marketing strategies
WEEK 5: Design of Invitations • Promotions strategy
WEEK 6: Entertainment strategy • Conceptualization of live cooking demonstrations
WEEK 7: Décor for the event
WEEK 8: Menu Selection and Wine Pairing
WEEK 9: Volunteer recruitment • Designation of work assignments for the event • Silent auction packages
WEEK 10: Design of event programs • Silent auction packages
WEEK 11: Attendee Guest list management • Design of bid paddles
WEEK 12: Silent Auction packages • Radio & Television spots
WEEK 13: Mock event walk through • The Hospitality Gala Event
WEEK 14: Post event debriefing
WEEK 15: Action plan for THE Hospitality GALA 2014

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

18. Assignments / Projects:

LAB ASSIGNMENTS
** Each student will be assigned to ONE of the four groups from 1A to 1D below **

(1A) Marketing assignment (300pts):
Design of marketing materials related to: Save the Dates, Invitations,
Event Programs, Content for The Hospitality Gala Website, Guest Registration SOP

OR

(1B) Design assignment (300pts):
Theme conceptualization for the 18th annual Hospitality Gala
Décor for the event
Design of bid paddles

OR

(1C) Operations assignment (300pts):
Development of entertainment strategy
Detailed Order/Flow of the event
Designation of student and volunteer work assignments for the event

OR

(1D) Administrative assignment (300pts):
Donors and sponsor letters
Budgetary objectives
Conceptualization and acquisition of silent auction packages

(2) Post Event Debriefing Report (100pts)

(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:

LAB ASSIGNMENTS (400 pts)
THE HOSPITALITY GALA EVENT (300pts)
- Event set-up (150pts)
- Event execution (150pts)
PRESENTATION OF GROUP ASSIGNMENT (100pts)
STUDENT EVALUATION (200pts)

TOTAL COURSE POINTS - 1000

SCORING AND GRADING: 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
these 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, subpoena 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 your 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, 1226 Haley Center, 844-2058 (TTY).