



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Stephens College

Program Title: Event & Convention Management

Degree/Certificate: Bachelor of Science

Options:

Delivery Site(s): on campus

CIP Classification: 52.0907

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: 2013

Cooperative Partners:

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Suzan Harkness, Ph.D., Vice President for Academic Affairs

Name/Title of Institutional Officer

Signature

Date

[Handwritten Signature] 6/29/13

Linda S. Sharp, Registrar

(573) 876-7277

Person to Contact for More Information

Telephone



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	8	17	25	30	35
Part Time					
Total	8	17	25	30	35

Please provide a rationale regarding how student enrollment projections were calculated:

Year 1 and 2 are actual numbers of students enrolled in the Event and Convention Management major in the last 2 years. Years 3, 4, 5 show an increase in interest.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

Event and Convention Management is a good fit with the mission of Stephens College with the focus on creativity and professional practice. It is a strong interest area of our students and according to admissions a frequently requested major. US News and World Report Careers 2012 identifies event management as #16 best careers for the next decade and lists it as number one in the non-scientific or technical fields. The US Dept. of Labor Occupational Outlook forecasts a 44% growth in event related careers for the next decade, a growth much faster than the average. The Bureau of Labor Statistics 2010 reports it is the fastest growing career in business and professional careers. Event & Convention Management majors can work in areas such as corporate events, political, professional associations and non-profit, arts, sports or entertainment, tourism and destination planning, or creative firms. .



A. Total credits required for graduation: 120

B. Residency requirements, if any: 7 semesters

C. General education: Total credits: 31

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ENG 107	3	COMPOSITION I
ENG 109	1	RESEARCH
ARTS	3	ARTS ARRAY
HIS	3	HISTORY ARRAY
INT	3	INTERCULTURAL ARRAY
LIT	3	LITERATURE ARRAY
MAT	3	QUANTITATIVE ANALYSIS
NSC	3	NATURAL SCIENCE
SOPH	3	SOPHOMORE SEMINAR
WST	3	WOMENS STUDIES
GLS	3	GLOBAL ETHICS

D. Major requirements: Total credits: 58

Course Number	Credits	Course Title
ECM 100	4	Professional Seminar
SCM 105	3	Corporate Technology
ECM 240	3	Nuts and Bolts of Event Planning
BUS 225	3	Principles of Management
ECM 112	3	Practicum: Social Events
ECM 245	3	Event Production and Operations
ECM 212	3	Practicum: Fundraising Events
ECM 330	3	Advanced Event Planning and Management
BUS 340	3	Planning and Project Management
ECM 312	3	Practicum: Sports & Entertainment Productions
ECM 335	3	Financial & Risk Management
ECM 401	3	Marketing and Promoting Your Event
BUS 230	3	Foundations of Financial Management
BUS 321	3	Sales and Negotiation
ECM 412	3	Practicum: Corporate Events
ECM 455	3	Hotel and Destination Management

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ECM 493	3	Professional Practicum
ECM 495	3	Professional Practicum/Capstone
SCM 494	3	Senior Portfolio

E. Free elective credits:

31

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

Yes

G. Any unique features such as interdepartmental cooperation:

Yes



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Stephens College
Program Name Event and Convention Management
Date 6/24/2015

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
No special admissions criteria
- Characteristics of a specific population to be served, if applicable.
None.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Terminal degree in a relevant discipline
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
12 credit hours
- Expectations for professional activities, special student contact, teaching/learning innovation.
Faculty are expected to balance innovative pedagogy, high contact, experiential learning and advising.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
20 FTE with each student counting as 1 FTE
- Percent of full time and part time enrollment by the end of five years.
100% full time due to nature of program.

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4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
10, 15
- Special skills specific to the program.
Ability to be a leader in the event and meeting industry.
- Proportion of students who will achieve licensing, certification, or registration.
9.4 % of programs require licensing, certification or registration
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
No data available
- Placement rates in related fields, in other fields, unemployed.
No data available
- Transfer rates, continuous study.
The Residential programs average transfer rate is 45.73%.

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
Higher Learning Commission

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*
No data available
- Expected satisfaction rates for employers, including timing and method of surveys.
No data available

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
Historically committed to meeting the changing needs of women, Stephens College prepares students to become leaders and innovators in a rapidly changing world. Stephens engages lifelong learners in an educational experience characterized by intellectual rigor, creative expression and

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professional practice, in an environment supported by accomplished faculty and dedicated alumnae. Graduates of Stephens are educated in the liberal arts, professionally prepared and inspired by our tradition of the Ten Ideals as core values that enrich women's lives.

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Form PG – Program Characteristics and Performance Goals