

C - Small Curricular Revisions : Entry # 3380

Today's Date

09/16/2024

Your Name

Brianna Clark

Your Email:

[bclark1@highpoint.edu](mailto:bclark1@highpoint.edu)

Department Chair Name

Brianna Clark

Email address of your department chair

[bclark1@highpoint.edu](mailto:bclark1@highpoint.edu)

By checking below I am certifying that my department chair (named above) has seen and approved the courses that are included in this proposal.

Yes

Please select the appropriate school overseeing this proposal:

Communication

Does this proposal correspond to a particular term?

Fall 2025

Which category does this change fall under?

- Course description

Changes to course number, name, and/or description

| Current course number & name (prefix and number) | Proposed new course number & name | Proposed new description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Brief rationale for change                                                        |
|--------------------------------------------------|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| EMG 1400                                         | N/A                               | This course presents a sequential model of the event planning process, emphasizing the crucial role of evaluation in informed decision-making by event managers. The course covers three primary topic areas: 1) understanding and implementation of event planning models, 2) types of evaluation, and 3) evaluation methods. Topics include the principles and philosophy of project management, planning cycles, processes and models, service mapping, evaluation tools and techniques, and data analysis. | to be more representative of course objectives and less specific to one professor |

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|--------------------------------------------------|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EMG 4400                                         | N/A                               | <p>Special attention is given to how evaluation influences strategic decisions to meet event goals and objectives. Required fieldwork at an event will provide additional experiential elements for this course.</p> <p>This capstone course provides a comprehensive, immersive experience where students will engage in the advanced principles of event management and leadership. Students will refine their skills in strategic planning, decision-making, and problem-solving while deepening their understanding of budgeting, marketing, operations and logistics, risk management, and evaluation. Through hands-on experiences, students will enhance their leadership and teamwork abilities, learning how to oversee all aspects of event design and execution. The course emphasizes critical thinking, communication, and collaboration, preparing students for real-world challenges in the event management industry.</p> | to be more representative of course objectives and less specific to one professor                                                                                                                                                                    |
| EMG 2300                                         | NA                                | <p>This course provides students with a comprehensive understanding of the event operations process, from initial concept development to executing a complete operational plan. Students will explore the intricacies of managing events' logistical, operational, and strategic aspects, gaining the skills needed to ensure seamless coordination and execution. Emphasizing the importance of organization, communication, teamwork, and problem-solving, the course prepares students to navigate the complexities of event operations and successfully bring an event from concept to reality.</p>                                                                                                                                                                                                                                                                                                                                   | to be more representative of course objectives and less specific to one professor; also the EMG curriculum has changed significantly since this class was created, and many of the topics in the old course description now "live" in other courses. |
| EMG 2400                                         | NA                                | <p>This course focuses on the financial and budgetary management crucial to successful event planning and execution. Students will explore generally accepted accounting practices, revenue generation, grants, philanthropy, purchasing, pricing strategies, cost-benefit analysis, and calculating return on investment. Emphasis is placed on financial decision-making and control throughout the event lifecycle. Through hands-on experience with Excel, students will learn to create and manage comprehensive event budgets, equipping them with the tools necessary to effectively oversee the financial aspects of events in a professional setting.</p>                                                                                                                                                                                                                                                                        | to be more representative of course objectives and less specific to one professor                                                                                                                                                                    |

**Does this change affect any other departments, schools, or programs besides your own? If so, please describe your consultation process with affected parties in the box below.**

No

**Dean Review**

**C - Small Curricular Revisions : Entry # 3380****[DEAN] I approve/deny this proposal**

Approve

**Today's Date**

16-09-2024

**Name of Dean (if this is being reviewed by multiple deans, please indicate who approved it first here)**

Dean Nahed Eltantawy and Dean Lou Anne Flanders-Stec