

**E - New or Revised Program/Degree/Major Revised
8/19 : Entry # 3551****Today's Date**

09/10/2025

Your Name

Brianna Clark

Your Emailbclark1@highpoint.edu**Are you a department chair?**

Yes

By checking below, I certify that my department chair was notified and approved moving forward with this proposal.

Yes

Please select the appropriate school to oversee this proposal:

Entrepreneurship

When will this program / degree / major go into effect?

Fall 2026

Please choose a category for this proposal.

Degree - Revise

Are you also revising the corresponding minor?

Yes

Please provide a 200-word summary of the proposed school / program / degree / major.

The Event Management degree is being revised to align with its transition to the David S. Congdon School of Entrepreneurship. The program will transition from a Bachelor of Arts (BA) to a Bachelor of Science (BS), aligning with industry standards and enabling students to graduate alongside other majors in the School of Entrepreneurship. To accommodate three new core Entrepreneurship courses required of all majors in the School, COM 1110 will be removed from the curriculum. Additionally, EMG 3500: Events for a Diverse Society will no longer be a core requirement, as diversity topics are already embedded throughout the program curriculum.

What is the rational for the new school / program / degree / major? If this proposal seeks to revise a school / program / degree / major, then what is the rational for the revision?

The Event Management degree program is undergoing strategic revisions to align with its new home in the David S. Congdon School of Entrepreneurship. As part of this transition, the degree will change from a Bachelor of Arts (BA) to a Bachelor of Science (BS), reflecting both industry standards and peer program structures. The majority of event management and related programs across the country are BS degrees, and this change ensures our graduates are aligned with industry expectations and better positioned for professional recognition. Additionally, this transition enables Event Management students to participate in the same graduation ceremony as other majors within the School of Entrepreneurship, fostering a cohesive identity among our students.

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To accommodate the three new core Entrepreneurship courses being introduced across all majors within the School, we propose removing COM 1110 from the Event Management core requirements. This change streamlines the curriculum while maintaining the development of strong communication skills through existing EMG coursework. Finally, we are removing EMG 3500: Events for a Diverse Society from the core due to challenges presented by the current political climate, while continuing to integrate essential diversity, equity, and inclusion content throughout the curriculum to ensure students are fully prepared for industry expectations.

Any additional information that you'd like to share with the Registrar's Office?

Degree Change: Transition from a Bachelor of Arts (BA) to a Bachelor of Science (BS) to align with industry standards and peer programs. A list of peer programs is provided below as an attachment.

Curriculum Adjustment: Remove COM 1110 (Communication core requirement) to make room for three new School of Entrepreneurship core courses required of all majors.

Course Removal: Eliminate EMG 3500: Events for a Diverse Society from the core; key diversity, equity, and inclusion topics remain embedded throughout the curriculum.

List of Required Courses

Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
ENT 2300	NEW	
ENT 2400	NEW	
ENT 2500	NEW	
EMG 1200	EXISTING	
EMG 1400	EXISTING	
EMG 1600	EXISTING	
EMG 2300	EXISTING	
EMG 2400	EXISTING	change prerequisite to EMG 1200 or HSP 1300
HSP 2600	EXISTING	
EMG 2900	EXISTING	
EMG 3300	EXISTING	
EMG 3600	EXISTING	
EMG 4300	EXISTING	
EMG 4400	EXISTING	
EMG 4811	EXISTING	

List of Elective Courses

Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
EMG 2010	EXISTING	
EMG 2020	EXISTING	
EMG 2030	EXISTING	

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Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
EMG 2040	EXISTING	
HSP 3700	EXISTING	
EMG 2881	EXISTING	
EMG 3881	EXISTING	
EMG 4881	EXISTING	

Please upload a file showing the current course requirements (preferably from the Undergraduate Bulletin)

- [Fall-2026-Proposed-EMG-Curriculum.pdf](#)

Overlap with existing school / program / degree / major?

The Hospitality Management (HSP) program has two courses that overlap with the Event Management curriculum—one required core course and one elective course. As HSP and EMG are housed within the same department, this overlap is intentional and supported by the Department Chair to encourage collaboration and cross-disciplinary learning between the two majors.

Additionally, the three new core Entrepreneurship courses included in the proposed revisions are part of a unified core curriculum required for all majors within the David S. Congdon School of Entrepreneurship. This ensures consistency across programs and fosters a cohesive academic experience for all students in the School.

What is the rationale for the new school / program / degree / major?

This is not a new degree program; we are simply changing the degree from a BA to a BS

What academic divisions, University officers, programs, or other stakeholders are involved in, or affected by, this proposal?

No other major stakeholders are involved

What types of students are expected to enroll in this program or pursue this degree/major? Please provide projected enrollment.

The major currently has approximately 60 majors and 25 minors.

Consistency of Mission and Quality

The degree is not new, it is existing. See comparative analysis attached

Timeline

No Transition plan is needed; it will be implemented immediately.

Assessment Strategy

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The effectiveness of the Event Management program will be assessed through an established assessment plan for all core courses within the major. This plan includes a pre-test administered when students enter the major and a post-test completed prior to graduation, allowing measurement of student learning and growth over time. In addition, each course is evaluated using assessments that are intentionally designed to align with course-level objectives, which are mapped to the program's learning objectives. This approach ensures compliance with University standards and accreditation requirements, providing a continuous feedback loop for curriculum improvement and student learning outcomes.

Please attach full proposal and any supporting documents/reports.

- [Event-Management-BS-Degrees.pdf](#)

For Deans:

[DEAN] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

09/10/2025

For School EPC:

Is this proposal consistent with the school and university mission?

Yes

[SCHOOL EPC] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

12/05/2025