

APPLICATION FOR NEW COURSE

1. Submitted by the College of Agriculture Date: 3/26/2008

Department/Division proposing course: Nutrition and Food Science

2. Proposed designation and Bulletin description of this course:

a. Prefix and Number HMT 370

b. Title* Event Planning and Coordination

*If title is longer than 24 characters, offer a sensible title of 24 characters or less: Event Planning

c. Courses must be described by at least one of the categories below. Include number of actual contact hours per week.

() CLINICAL () COLLOQUIUM () DISCUSSION () LABORATORY () LECTURE
() INDEPEND. STUDY () PRACTICUM () RECITATION () RESEARCH () RESIDENCY
() SEMINAR () STUDIO () OTHER – Please explain: _____

d. Please choose a grading system: Letter (A, B, C, etc.) Pass/Fail

e. Number of credit hours: 3

f. Is this course repeatable? YES NO If YES, maximum number of credit hours: _____

g. Course description:

This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, plan, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky.

h. Prerequisite(s), if any:

HMT 120, HMT 208 and HMT 210 or consent of instructor

i. Will this course also be offered through Distance Learning? YES NO

If YES, please check one of the methods below that reflects how the majority of the course content will be delivered:

Internet/Web-based Interactive video Extended campus

3. Supplementary teaching component: N/A or Community-Based Experience Service Learning Both

4. To be cross-listed as: _____ / _____
Prefix and Number printed name Cross-listing Department Chair signature

5. Requested effective date (term/year): Fall 2009 / _____

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6. Course to be offered (please check all that apply): Fall Spring Summer
7. Will the course be offered every year? YES NO
If NO, please explain: _____
8. Why is this course needed?
Major events, for example the World Equestrian Games, are a major part of the hospitality industry. Courses in event management and coordination are increasingly common nationally and should be part of any contemporary Hospitality Management and Tourism program.

9. a. By whom will the course be taught? Dr. Sunny Ham _____
- b. Are facilities for teaching the course now available? YES NO
If NO, what plans have been made for providing them?

10. What yearly enrollment may be reasonably anticipated?
40
11. a. Will this course serve students primarily within the department? Yes No
- b. Will it be of interest to a significant number of students outside the department?
If YES, please explain. YES NO

12. Will the course serve as a University Studies Program course[†]? YES NO
If YES, under what Area? _____
[†]AS OF SPRING 2007, THERE IS A MORATORIUM ON APPROVAL OF NEW COURSES FOR USP.
13. Check the category most applicable to this course:
- traditional – offered in corresponding departments at universities elsewhere
- relatively new – now being widely established
- not yet to be found in many (or any) other universities
14. Is this course applicable to the requirements for at least one degree or certificate at UK? Yes No
15. Is this course part of a proposed new program? YES NO
If YES, please name: _____
16. Will adding this course change the degree requirements for ANY program on campus? YES NO
If YES[‡], list below the programs that will require this course:

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‡In order to change the program(s), a program change form(s) must also be submitted.

17. The major teaching objectives of the proposed course, syllabus and/or reference list to be used are attached.
18. Check box if course is 400G or 500. If the course is 400G- or 500-level, *you must include a syllabus showing differentiation* for undergraduate and graduate students by (i) requiring additional assignments by the graduate students; and/or (ii) the establishment of different grading criteria in the course for graduate students. (See *SR 3.1.4*)
19. Within the department, who should be contacted for further information about the proposed new course?

Name: Dr. Sunny Ham Phone: 7-4332 Email: sham2@email.uky.edu

20. Signatures to report approvals:

May 12, 2008 DATE of Approval by Department Faculty	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 40%; text-align: center;">Dr. Janet Kurzynske</td> <td style="width: 20%; text-align: center;">/</td> <td style="width: 40%; text-align: center;">On Original</td> </tr> <tr> <td style="font-size: small; text-align: center;">printed name</td> <td></td> <td style="font-size: small; text-align: center;">Reported by Department Chair</td> </tr> <tr> <td colspan="2"></td> <td style="font-size: small; text-align: right;">signature</td> </tr> </table>	Dr. Janet Kurzynske	/	On Original	printed name		Reported by Department Chair			signature
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Oct. 13, 2008 DATE of Approval by College Faculty	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 40%; text-align: center;">Dr. Michael Mullen</td> <td style="width: 20%; text-align: center;">/</td> <td style="width: 40%; text-align: center;"></td> </tr> <tr> <td style="font-size: small; text-align: center;">printed name</td> <td></td> <td style="font-size: small; text-align: center;">Reported by College Dean</td> </tr> <tr> <td colspan="2"></td> <td style="font-size: small; text-align: right;">signature</td> </tr> </table>	Dr. Michael Mullen	/		printed name		Reported by College Dean			signature
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* DATE of Approval by University Senate	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 40%; text-align: center;">/</td> <td style="width: 20%; text-align: center;">/</td> <td style="width: 40%; text-align: center;">/</td> </tr> <tr> <td colspan="3" style="font-size: small; text-align: center;">Reported by Office of the Senate Council</td> </tr> </table>	/	/	/	Reported by Office of the Senate Council					
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*If applicable, as provided by the *University Senate Rules*. (<http://www.uky.edu/USC/New/RulesandRegulationsMain.htm>)

HMT 370 EVENT MANAGEMENT IN HOSPITALITY INDUSTRY

TR 7:00-9:30 pm
Erikson Hall 308

COURSE SYLLABUS

Instructor: Sunny Ham, Ph.D
Email: sham2@uky.edu
Office: 121 Erikson Hall
Phone: 257-4332
Office Hours: 5:00-6:30 pm TTR or by appointment
Pre-requisites: HMT 120

Teaching Assistant: Cristina Ashy
Email: ceashy2@uky.edu
Office: 206 FB

COURSE DESCRIPTION

This course will provide the theoretical and practical foundations for effective twenty-first century event management. Furthermore, students will learn how to research, design, plan, coordinate, and evaluate professional/personal events. Specifically, this course deals with the horse industry activities in the state of Kentucky. At the conclusion of this course students will demonstrate general competence in the following areas:

Know: Recognize and use standard and customary event management terms.

Comprehend: Understand the purpose and value of developing a wide range of events.

Apply: Demonstrate through actual practice skills in planning and coordinating events based upon a case using an actual external agency.

Analyze: Critically analyze the sustainable events strengths, weaknesses, opportunities, and threats of events using the SWOT analysis.

Evaluate: Thoroughly evaluate the various elements involved in developing events.

Synthesize: Demonstrate ability to synthesize all event elements to effectively allocate scarce resources for maximum benefit.

Prerequisites:

HMT 120, HMT 208 and HMT 210 or Consent of Instructor

LEARN OBJECTIVES (OUTCOMES)

As a result of this course you should be able to:

1. Describe the conceptual framework for global event management.
2. Comprehend the classic models of global event management.
3. Comprehend the development of an event plan.
4. Analyze the management of human resources.
5. Develop a system for improving time management.
6. Apply basic principles of financial administration for a wide variety of events.
7. Synthesize a leadership strategy or your event.

8. Evaluate vendor contracts.
9. Apply effective principles of on site coordination and management.
10. Evaluate planning for guests, participants, staff, and volunteers with special needs.
11. Develop, Organize, analyze, and evaluate the event marketing plan.
12. Apply proven principles of e-marketing to the event industry.
13. Analyze and Control risk factors for events.
14. Comprehend the moral, legal, ethical responsibilities for event managers and analyze how to make ethical judgments.
15. Select the technological resources required to develop efficient event management systems.
16. Identify career options and opportunities to help develop appropriate career goals.

REQUIRED TEXT

Goldblatt, Joe (2004), Special Events: Event Leadership for A New World John Wiley & Sons: New York, New York

RECOMMENDED TEXT

Goldblatt, Joe, Mckibben, Carol (1999), The International Dictionary of Event Management, John Wiley & Sons, Inc.: New York, NY.

COURSE WEBSITE

The website of the course provides lecture notes, useful course information, announcements, and discussions. Students are required to create BB account to get into the course website.

The URL for the site is <http://elearning.uky.edu>. Please contact the instructor should you have any technical problem with using the course website.

METHODS OF PRESENTATION

Course material is presented in lecture, multi-media, and discussion formats. Students are expected to enter in classroom discussions and engage in a variety of in-class exercises. Course readings may be assigned to provide added depth to the content and **students are expected to read them**. The expertise of guest speakers may be drawn upon from time to time. Assignments are designed to provide practical application of lecture material.

REQUIREMENTS, EVALUATION SYSTEM AND POLICIES

Grading Scale:

(≥ 90%)	A
(≥ 80%)	B
(≥ 70%)	C
(≥ 60%)	D
Below 60%	E

"I" and "W" grades: Please see policy in the UK Catalog, UK Fall Schedule of Classes, and the Student Rights and Responsibilities (Part II, Section 1.3.4)

Evaluation System:

Exams = 200 points (100 points each X 2)	
Event Industry Activity= 100 points	
Class Event Project = 100 points	
Horse Industry Project = 50 points	
Homework = 100 (5 points x 20)	
Assignments = 100 (10 points x 10)	
Attendance = 25 (5 points x 5)	
TOTAL	679

Exams

Two exams are given during this course. Exams consist of multiple choice, true/false, short answer, and essay questions. The emphasis of the exams is on testing students' understanding of the material covered during the lecture and their ability to apply the principles to the industry operations.

Homework

At the end of each chapter, you will have questions to answer based on the lectures. **Each homework assignment is due by one week after the lecture date. That is, this week's homework is due by next Wednesday by 5 pm to the TA via email (ceashy2@uky.edu)** unless other instruction is provided.

Event Industry Activity (100 points)

For the capstone assessment for this course, students will prepare a professional portfolio documenting the research, design, planning, coordination, and evaluation stages of an event. This portfolio is a compilation of the assignments (1-8). You will see assignment 7 and 8.

You will present your portfolio in a written and oral presentation. There is no limit to the length of a written paper and an oral presentation is 20 minutes long.

1. Phase One: RESEARCH

Introduction, including what knowledge deficiencies you identified at the beginning of the course and explanation of how the portfolio process helped reduce these deficiencies, description of the event, (why, who, where, when, what and brief history), needs assessment, feasibility study including SWOT analysis.

2. Phase Two: DESIGN

Description of the design process and how final design will best allocate scarce resources through creative problem solving,

3. Phase Three: PLANNING

Marketing analysis (internal and external), comprehensive plan, and techniques for evaluating outcomes, comprehensive strategic plan including time line of research through evaluation phases, budget and financial administration, legal, ethical, and risk management considerations using citations from the literature to validate your conclusions.

4. Phase Four: COORDINATION

Comprehensive description of event coordination phase including all event elements, criteria for selection, management techniques, diagram of event site (s) including all event elements.

5. Phase Five: EVALUATION

Description of evaluation criteria, instrumentation, and analysis techniques, description of major learning opportunities, the gaps that remain, and how you will close these gaps through future study and research.

6. Appendix

Collateral material to support event elements (photographs, fabric swatches, samples, video, audio, or other products).

7. References

Comprehensive list of references including literature and interviews that support your event portfolio plan.

Class Event Project

This class will do an event project as a class. You will follow the same process of the Industry Practicum Activity and will hold the event before the end of the class. Team work is important for this project. The class will conduct a “Retirement Celebration” for a professor in the department. Further instruction will be provided.

Assignments

A total of ten assignments will be given in order for you to collect information necessary to complete the **Horse Industry Practicum Activity**. Details and due dates are provided in class.

Horse Industry Project (Group Project: 50 points)

Assuming you are a tour guide to the Kentucky horse industry, you are developing a portfolio you want to utilize when you give a tour to your customers. The following lists are requirements you include for this project. But you may include anything more you consider good information in this project, which will be credited to your score. Written papers and oral presentations will be accomplished. As you include photos in this project, there would be no limit to the length of the paper. However, it is suggested that essential and relevant information be provided. Oral presentations will be performed using Power Point Presentation. A group presentation will take 20 minutes. Presentations will start in April.

Paper: 25 points

Presentation: 15 points

Member Evaluation: 10 points

1. History of Kentucky Horse Industry and Development
2. Important horse events (a minimum of 3) in Kentucky

3. A couple of attractions for horses or horse industry (i.g., American Saddle Horse Museum, Horse-Drawn Tours, Keeneland Race Course, Kentucky Horse Center, Kentucky Horse Park, The Red Mile Harness Track, Spendthrift Farm...).

As well as research on the attractions, you interview people of the places and take photographs of the places.

4. Two horse farms you want to provide tours to your customers. Please choose whichever you want to. Provide information on the farms, interview owners or horse trainers or people working for the farms, and take photographs.

GUEST SPEAKERS & FIELD TRIPS

The speakers will be informed that his/her session is to be based on the students' questions. Each student is to have two questions ready for each speaker. The questions are to be based on the readings, the lectures, or your particular interests in the subject. Field trips are scheduled for the local hospitality and travel operations. The specific dates and locations will be announced. Participation in the session will be credited.

CLASS ATTENDANCE

Attendance is expected in class. Policies relating to excused absences can be found in Part II, Section 5.2.4 of "The Code of Student Conduct" which can be viewed online at <http://www.uky.edu/StudentAffairs/Code/part2.html>. . **Missed Exams:** No make-up exams will be given unless 1) you have a university approved excuse in writing, and you have notified the instructor in advance **at least 72 hours before** the exams; or 2) have a documentable emergency situation. **Assignments will be accepted up to three days late**, but with an increasing penalty of 5 points a day.

NO CELL PHONE USE

Cell phone is not allowed to use during the class. When it happens, you will receive a red card from an instructor, which will **deduct 10 points** of your total score from the 2nd red card.

ACADEMIC DISHONESTY

Scholastic dishonesty is not tolerated. Forms of scholastic dishonesty include, but are not limited to: plagiarism (copying or using someone else's work as your own – intellectual theft), utilization of unauthorized materials during academic evaluations, and giving or receiving unauthorized assistance during evaluations. Even evidence of inadvertent improper use of materials can result in a charge of academic dishonesty.

Penalties for academic dishonesty vary depending on the severity of the offense and any previous offenses. The minimum penalty for a first offense is a zero on the assignment in question and a final grade reduction of one letter grade. Serious or repeat offenses will result in an E or XE grade for the course.

For more information, see Part II, Section 6.3.0 of “The Code of Student Conduct” which can be viewed online at <http://www.uky.edu/StudentAffairs/Code/part2.html>. You may also want to visit the Academic Ombud’s website: <http://www.uky.edu/Ombud>. There you will find a paper “Plagiarism: What is it?” and an online tutorial entitled “How to avoid plagiarism.”

SPECIAL ACCOMODATIONS

If you have a documented individual learning requirement which requires academic accommodations, please contact your instructor as soon as possible. In order to receive accommodations in a Distance Learning course, you must provide your instructor with a Letter of Accommodation from the Disability Resource Center. If you have not already done so, please register with the Disability Resource Center (Room 2 Alumni Gym, 257-2754, jkarnes@uky.edu) for coordination of campus accommodation services available to students with disabilities.

COURSE AGENDA

Date	Topic	Notes
1/10	Course Introduction	
1/17		
1/24	Event Industry Overview Chapter 1. Welcome to event leadership for a new world	H1 H2
1/31	Chapter 2. Models of global event leadership Chapter 3. Developing and implementing the event plan	H3
2/7	Chapter 4. Management of human resources and time Chapter 5. Financial Administration	H4 H5
2/14	Chapter 6. Event leadership Chapter 7. Managing vendor contracts	
2/21	Chapter 8. On-site management Chapter 9. Accommodating special needs	
2/28	Exam 1 (2/28, 7 pm in the Class) Chapter 12. Risk management: Legal and financial safeguards Chapter 13. Morality, law, and ethics in event management	
3/6	Chapter 10. Advertising, public relations, promotions, and Sponsorship Chapter 11. Online marketing	
3/13	Spring Break	
3/20	Chapter 14. Technology for modern event management Chapter 15. Advancing your career in the 21 st century	
3/27	Making effective special events/feedback	
4/3	Horse Industry Activity Presentation	
4/10	Horse Industry Activity Presentation	
4/17	Industry Practicum Activity Presentation	
4/24	Industry Practicum Activity Presentation	
	Final (to be arranged)	

NOTE: This is a tentative schedule and is subject to change.

Class Event Project

This class will do an event project as a class. You will follow the same process of the Industry Practicum Activity and will hold the event before the end of the class. Team work is important for this project. This year, I decided to hold “Retirement Celebration” for Prof. Myrna Wesley as she retires at the end of the spring semester. Further instruction will be provided.

By now you are assigned a group doing activities to prepare for the event. Each group works as a team and each member will be evaluated by others. Each group discusses anything you do as a group that means every member is on the same page.

Each group submit a report/statement which specifies what they do, when they do, how they do, and what has been done. Make this report as concise as possible. Turn it in to Dr. Ham after the event.

For example, a group for invitation:

Activities

1. Develop an invitation list: (who) received Prof. Wesley’s email from Dr. Ham on Mar.5
(who) Send email to Prof. Wesley to discuss the list on (when)

Make a final list and what they are

2. Develop invitation card: (who) made this (when)
Please include the card here.
3. Send out the invitation card: (who) send out the card via email to (the invitation list) when..
4. Receive RSVP: (who) does this
How many RSVP received by when
5. Communication with other groups: communicate with catering about number of invitees when....

UNIVERSITY SENATE ROUTING LOG

Proposal Title: New Course, HMT 370 – Event Planning and Coordination

Contact Person (name, email & phone #): Dr. Sunny Ham, 7-4332, sham2@email.uky.edu

Instruction: To facilitate the processing of this proposal please identify the groups or individuals reviewing the proposal, identify a contact person for each entry, provide the consequences of the review (specifically, approval, rejection, no decision and vote outcome, if any) and please attach a copy of any report or memorandum developed with comments on this proposal.

Reviewed by: (Chairs, Directors, Faculty Groups, Faculty Councils, Committees, etc.)	Contact person Name (phone/email)	Consequences of Review:	Date of Proposal Review	Review Summary Attached? (yes or no)
Dept Faculty	Dr. Kurzynske 7-3800/jkurzyns@uky.edu	Approve	May 12, 2008	yes
College Curriculum Committee	Dr. Mike Mullen 7-3469 mike.mullen@uky.edu	Approve	Oct 13, 2008	yes

NFS faculty meeting May 12, 2008

Present: Perry, Brown, Roseman, Adams, Stephenson, Gaetke, Bastin, Forsythe, Kurzynske (presiding), Webber (recording)

- Approval of March minutes- Tammy moved, Steve seconded, passed unanimously; Maggie Cook-Newell sent in vote for approval via email.
- Curriculum Committee- Changes to Tammy's class have been approved by the departmental curriculum committee. Sunny's HMT 370 class was voted on for approval by department faculty, Hazel moved for approval and Sandra seconded, passed unanimously. Now both classes can be forwarded to the College Curriculum Committee.
- Summer intern- Erika Johnson- She has just finished her sophomore year in dietetics and is funded by cooperative extension. She will be working with our department this summer, helping with 208 in the 4-week session and then doing the purchasing for 208 and 304. She will also be helping with the Food and Nutrition Conference in May. If anyone has a summer project and would like Erika's help let Janet K. know.
- Cheating and Plagiarizing- This semester we have had major occurrences of both cheating (on a take home exam) and plagiarizing (for a paper, from the internet). Currently we are using the process recommended by the provost for dealing with these issues, including making individual decisions as faculty on the punishment for cheating and plagiarizing. What can we do in the future to deal with these issues? We can make sure our syllabi contain the university policy and we can emphasize in our classes. We are not sure what other departments are doing. The discussion was tabled and it was decided that a committee may be formed in the fall to consider making more formal departmental guidelines for handling punishment for these offenses.
- Job descriptions for TA's- There is a need to write a job description for the TA's to protect them and clarify roles for faculty. The policy and procedures committee, Hazel, Kwaku, and Janet Tietyen were asked to draft a TA job description over the summer.
- Procedures for course approvals- The department, in particular HMT, has experienced some problems with procedures for course approvals this year. In the interest of academic freedom, the discussion for course approval procedures was opened. The consensus was for the need for new courses to be approved by all faculty, but the content of the new course to be approved by the specific area faculty only. The course would then be sent to the curriculum committee which would make sure all of the proper guidelines were followed. We may need to add this to our policy and procedures manual.
- Students with disabilities- Janet K. asked if we would like to have someone come in and speak to us as a group on students with disabilities. After some discussion, the consensus was to invite someone in to speak to us at the fall HES retreat on this topic.

- HES August Retreat- Janet announced that the retreat would be on August 21st and 22nd this year and that all faculty should block off both of those days for attending the conference. It will probably be on campus this year and we will probably have ½ day to meet separately as a department.
- Janet K. gave a budget update from her meeting with the Dean earlier in the day.
 - Mileage will probably go up on July 1st and may also have a mid-year adjustment.
 - There will be no pay increases for any university employees this year.
 - The increased cost of health benefits will be covered by the university this year.
 - The Dean and Provost will meet next week to discuss undergraduate enrollment and generation of tuition. The Provost may return some funds and positions to departments who generate the most tuition. This would benefit all of HES.
 - The hiring freeze will probably be lifted around July 1st, but departments still have to ask for permission to hire.
 - RE: more efficient ways to teach- there are two people who have retired from extension that can come back and work part-time
 - The college will fund graduate students through the Lyman T. Johnson fellowship this fall
 - Departments were instructed not to operate in the red this coming year.
 - Linus Walton's position will not be filled when he retires.
 - SACs accreditation is coming up.
 - The business office is restructuring.
 - Janet K. is still working on our departmental budget. There will some changes to DOE's but that has not been finalized yet. Tammy will be the new director of Human Nutrition as Kwaku will be 50% with the graduate school this fall.
- HES website- The HES website is being updated and is presently unavailable. The goal is for all departments to look consistent. There is also a push to add more extension and research information to the website. Hollie will be able to update our website after these changes are made.
- Round-Up- Will be Sept. 30th this year.
- Ag Communications will be buying new color printers and selling the printing presses. When this is done faculty need to check with them before Kinko's for pricing. There is also a new photo gallery from the College of Ag that we can access and use.
- Desmond suggested that there was a need for a new copier in Erikson Hall.
- Updates-
 - HMT- Sunny's sabbatical for July-Dec. 2008 was approved by the dean.
 - Dietetics- The 5-year program assessment report is due in October for the DPD and CP.
 - HN- no updates
 - Exit survey- no updates

- Food systems position- the committee has met yet, but need to start working on the position description and have something together by June 1st.
- Advising notebooks- HN and dietetics have updated their materials and they are ready to be put into the notebook. HMT needs to look at their materials and they will use Tammy's as a guide, and then submit their materials for the notebook.
- April minutes-Changes suggested; Sandra moved to approve with changes, Kelly seconded, all approved.
- Desmond reported on HMT 499 that at least 5 students have turned in their notebooks after receiving the letters he mailed in regards to finishing up degree requirements.

College of Agriculture
Undergraduate Curriculum Committee
Minutes – Oct. 13, 2008

Members Present: Lee Edgerton, Cheryl Mimbs, Donna Smith, Tammy Stephenson, Deborah Witham, Mike Mullen.

Absent: Desmond Brown, Bob Coleman, Clair Hicks, Bob Houtz, David Williams,

The committee first considered the change of AED 435 to AED 583. As described by Dr. Mimbs, this change allows the course to be taught in sequence with AED 580 and 586. Students are required to take 435 after 580 and before 586. This numerical change makes for better alignment of the curriculum. Witham moved to approve the proposal, Stephenson seconded. Motion passed unanimously.

The next items to be considered were the proposals for the new NFS courses, 474 and 475W. These courses are already being taught as NFS 591 (Special Problems) and are required in the Human Nutrition BS program. The W is already being awarded under this arrangement. Therefore, these courses simply make permanent these requirements in the program. Mimbs motioned approval of the courses, and Edgerton seconded. Further discussion highlighted the need for updating the syllabi to include student learning outcomes, and the fact that the Human Nutrition program would need a minor change to reflect that now NFS 474 and 475W would be required rather than 6 hours of NFS 591. The committee agreed that this was a minor change to the curriculum. The motion was amended to reflect that the learning outcomes needed to be added and program needed to be amended. Motion passed unanimously.

The committee then considered the proposal for HMT 370. The Committee noted that this course would also necessitate a change in the HMT BS program to reflect its inclusion in the menu of directed HMT electives that a student could take. Mimbs moved approval of the course. Brown seconded. Unanimous approval.

The meeting was adjourned.