

PROPOSAL SUMMARY AND ROUTING FORM

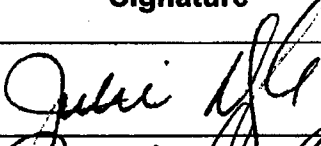
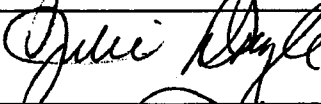
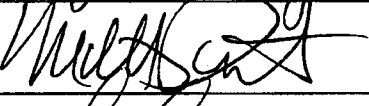



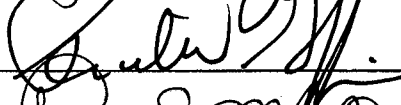

Proposal Title: Special Event & Meeting Planning Concentration of Resort Management Degree

Initiating Unit or Individual: Hospitality Programs

Contact Person's Name: Julie Doyle e-mail: doylej@ferris.edu phone: 591-2385

Date or Semester of Proposal Implementation: Winter 2007

- Group I - A – New degree/major or major, or redirection of a current offering
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program Faculty			<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty		10/18/06	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Head		10-18-06	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee		11/2/06	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Dean		11/7/06	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee		11/30/06	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate		1-9-07	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs		7-11-07	<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

* Support with Concerns or Not Support must include a list of concerns.

To be completed by Academic Affairs		
President (Date Approved) <u>7-6-07</u>	Board of Trustees (Date Approved) <u>4-19-07</u>	President's Council (Date Approved)

FORM A CONT.

1. Proposal Summary

The Special Event & Meeting Planning Concentration is designed to provide resort majors an opportunity to become more specialized in the meeting and event planning industry. Upon completion of this concentration, the Special Event & Meeting Planning Minor will be granted concurrently with the B.S. Resort Management Degree.

Need: The need for this concentration comes from the changes in industry. With all of the meeting markets (association, corporate, social, military, educational, religious and fraternal) and conferences that are held that include special events and meetings in every town, city and state, as well as that every major city has a convention center has created the need for professionals in the industry. The resort industry is the location for many of these conventions, special events and meetings. A concentration in this area is imperative.

Market: We have had a tremendous out cry from our current students as well as inquiries from potential transfers and FTIAC's to specialize in special events and meeting planning. This fall we now have a new RSO student chapter of PCMA, Professional Convention Management Association. Many of the current members 20+ are currently enrolled in the BS Resort Management degree and will declare this concentration. Hospitality Program students studying in the Resort Management bachelors degree will be the main market for this concentration. The concentration is:

RFIM 204 Food and Beverage Operations in Clubs
RFIM 229 Dining Room Management
MKTG 231 Professional Selling
HOMT 392 Internship
HOMT 401 Special Event Planning

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:

Prefix	Number	Title
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b. Courses to be Deleted From FSU Catalog:

Prefix	Number	Title
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c. Existing Course(s) to be Modified:

Prefix	Number	Title
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d. Addition of existing FSU courses to program

Prefix	Number	Title
RFIM	204	Food and Beverage Operations In Clubs
RFIM	229	Dining Room Management
HOMT	392	Internship
MKTG	231	Professional Selling
HOMT	401	Special Event Planning

e. Removal of existing FSU courses from program

Prefix	Number	Title
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*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, new degree, new program, new minor, or new course. All returned forms should be included in the packet and notation made of any contacted departments not responding. **NOTE:** The Proposing Department **must** respond to any modifications or concerns by the Responding Department. **The Responding Department must respond within 20 calendar days of receipt of this form to insure that the form is included in the final proposal.**

FAILURE TO RESPOND IS CONSIDERED AS SUPPORT OF THE CHANGE.

RE: Proposal Title Special Event & Meeting Planning Concentration

Initiator(s): Hospitality Programs

Proposal Contact: Julie Doyle Date Sent: 11/10/06

Department: SEHM Campus Address: 1319 Cramer Circle
(Please print)

Responding Department : College of Business Marketing Department

Chair/Head/Coordinator: M. Cooper Date Returned: _____

Based upon department faculty review on _____ (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.

Ferris State University**Sports, Entertainment and Hospitality Management Department
Special Event & Meeting Planning Concentration- 15 Credits**

NAME: _____ ID#: _____ MAJOR: _____

Special Event & Meeting Planning Concentration				
Required Courses				
RFIM	204	Food and Beverage Operations in Clubs	3	
RFIM	229	Dining Room Management	3	
MKTG	231	Professional Selling (COMM121 strongly recommended)	3	
HOMT	392	Internship	3	
HOMT	401	Special Event Planning	3	

July 6, 2007

- 3f. Bachelor of Science in Resort Management – Special Event and Meeting
Planning Concentration

RESOLUTION

Moved by **Trustee Haveman**, supported by **Trustee Cook**, and **unanimously carried** that the Board of Trustees hereby approves the following Resolution:

WHEREAS, meeting and special event planning is a multi-billion dollar industry, and corporations are recognizing the need for meeting planners to hone their skills and to become more proficient at these skills; and,

WHEREAS, Ferris State University recognizes that these new skill sets of special event management, negotiations, contracts, site selection, site inspection, marketing and promotion, financial management, food and beverage management, room setups, and audio visual technology would be beneficial to students in the Bachelor of Science in Resort Management degree program; and,

WHEREAS, the College of Business proposes to offer a Special Event & Meeting Planning concentration of the Bachelor of Science in Resort Management degree; and

WHEREAS, the curriculum for the Special Event & Meeting Planning concentration has been reviewed and recommended for approval by the University Curriculum Committee, the Academic Senate and the Acting Vice President for Academic Affairs; and,

WHEREAS, it is the University's intent to begin enrolling students in the Bachelor of Science in Resort Management with a concentration in Special Event & Meeting Planning program beginning Fall Semester 2007; and,

WHEREAS, Board of Trustees' approval is required to establish this new degree concentration, pursuant to Board-approved *Academic Affairs – Programming Responsibilities* policy, Section 3-201(1).

NOW THEREFORE BE IT RESOLVED that the Board of Trustees hereby approves the establishment of the Bachelor of Science in Resort Management with Special Event & Meeting Planning concentration, in accordance with Board-Approved Policy, *Academic Affairs – Academic Programming Responsibilities*, as of the Fall Semester 2007.