

CCRI CURRICULUM REVIEW COMMITTEE MEETING

March 24, 2023 2:00-4:00 PM
Knight Campus, Board Room 4090

AGENDA

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES
4. NON-ACTION/ANNOUNCEMENTS
5. ACTION/VOTING ITEMS

NON-ACTION/ANNOUNCEMENTS

COMMITTEE ANNOUNCEMENTS:

1. 2023-2024 CRC Timeline
2. Work-Based Learning Criteria on Course and Program Proposal Forms
3. Course and Program Review Process

ACTION/VOTING ITEMS

New Course Proposal: Introduction to Events Management

ADAS 2430, 3 credits

Originator: Cheryl Amantea

RATIONALE:

NOTE - This course was originally an elective in the Travel Tourism Hospitality Certificate program. It was course TRVL 1135. We are simply changing the course prefix and number to be ADAS 2430. The reason is that the Travel Program and Courses are being suspended and re-designed. However, Executive Administrative Assistant students take this course in their degree program.

This course provides a critical foundation to the design and implementation of a variety of events, both large scale and small. Events are a key part of business, nonprofit, and government organizations and include annual meetings, fundraising events, expositions, community events, and more. Events management also fits in well with business and professional studies courses because it includes these key components: project management, risk management, resource development, revenue streams, strategic relationships including sponsorships, and more.

CATALOG DESCRIPTION:

This course introduces the process of planning, designing, and implementing a wide range of events from a meeting with just a few attendees to major expositions with thousands of visitors. Strategic planning, risk management, the event program, and event planning are key components of the course. Students will learn the food and beverage aspects of events as well as site planning and event promotion.