

EVENT MANAGEMENT MAJOR (M)

The Event Management Major/Minor is housed within the Sport and Hospitality Business Department.

The numbers are staggering. On average, 1.8 million meetings take place every year in the US. And of those meetings, 85% require lodging. When you factor in tourism, more than \$1 trillion in revenue is generated every single year. That means a lot of people are traveling for a number of different reasons. And when they travel, they need a place to stay. It's a growing industry, and there's a ton of room for you to grow and really make your mark within it.

The Hospitality and Event Business (HEB) major allows you to pursue careers in areas like:

1. Event Management
2. Food & Beverage Management
3. Lodging Management
4. Hospitality Business

You'll enjoy innovative instruction – with a curriculum that is current, engaging and challenging – to help you develop the core skills and character necessary to thrive in these competitive and creative industries.

Through HEB, you will network with and learn from professionals in hospitality, tourism and event management, as well as business people who work within the many sub-professions tied to these industries. Better still, when you display consistent professional and personal growth in the classroom, you could even earn the opportunity to gain intensive field experience at major events, like the Final Four or the Super Bowl.

Program Learning Outcomes

By fulfilling all of the course requirements for the Event Management Major, students will be able to:

1. Demonstrate growth and skills in communication methods used within the Hospitality and Event industries.
2. Exhibit growth in project management, design, and execution to exceed the expectations of various industry stakeholders.
3. Utilizing real-time project-based learning, students will develop a creative, well-organized mindset that fosters skills required for confident decisions that align with industry best practices.
4. Consistently framing and assessing globally-minded personal and professional leadership competencies that increase opportunities in the Hospitality and Event industries.
5. Demonstrate service mindset based on Christian values intended to benefit the person, community and the world.

Curriculum

Code	Title	Hours
	Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/)	45
	Major Requirements	45
	Electives	30

Minor:Optional	
Total Hours	120

Major Requirements

Code	Title	Hours
Required Core Courses		
BUS 3450	Business Statistics	
ECON 2200	Macroeconomics	
COMM 1100	Public Speaking	
	or COMM 21 Interpersonal Communication	
Business Fundamentals		
ACCT 2000	Accounting & Finance for Business Professionals	3
BUS 2200	Business Law I	3
BUS 1200	Business Essentials	3
	or BUS 1400 Quantitative Business Essentials	
BUS 3420	Management Information Systems	3
SHB 3000	SHB Internship	3
BUS 4420	Business Policy and Ethics	3
ECON 2100	Microeconomics	3
MGMT 1200	Management & Leadership	3
	or BUS 5110 People-Focused Management	
MKTG 1300	Sales and Marketing	3
Required Major Courses		
SHB 1400	Introduction to Event Management	3
SHB 2200	Concessions, Catering, & Vendor Strategies	3
SHB 2350	Intro to Beer, Wine, and Spirits Management	3
SHB 3300	Financial Aspects of Hospitality	3
SHB 4100	Event Management Strategies	3
SHB 4500	SHB Senior Capstone	3
Total Hours		45

Plan

Course	Title	Hours
Semester 1		
CCE 1010	Christian Citizen	3
ENG 1040	Introduction to Writing	3
MGMT 1200	Management & Leadership	3
SHB 1400	Introduction to Event Management	3
REL 1000	The Bible	3
	Hours	15
Semester 2		
BUS 1200	Business Essentials	3
CCE 1020	Western Culture & Worldview	3
HUMAN BEINGS & BEING HUMAN		3
HHP 1100	Stewardship of the Body	1
MKTG 1300	Sales and Marketing	3
REL 1100	Christian Faith	3
	Hours	16
Semester 3		
COMM 1100	Public Speaking	3
	or COMM 2100 Interpersonal Communication	
BUS 2200	Business Law I	3
CCE 1030	Western Thought & Worldview	3
HHP ACTIVITY		1
SHB 2200	Catering and Vendor Strategies	3

2 Event Management Major (M)

SHB 2350	Intro to Beer, Wine, and Spirits Management	3
Hours		16
Semester 4		
NATURAL WORLD SCIENCE		4
ECON 2200	Macroeconomics	3
CCE 1040	Science & Humanity	3
ACCT 2000	Accounting & Finance for Business Professionals	3
BUS 3450	Business Statistics	3
Hours		16
Semester 5		
ELECTIVE/MINOR		3
ECON 2100	Microeconomics	3
SHB 3300	Financial Aspects of Hospitality	3
ELECTIVE/MINOR		3
ELECTIVE/MINOR		3
Hours		15
Semester 6		
FAITH & LIFE		3
BUS 3420	Management Information Systems	3
ELECTIVE/MINOR		3
ELECTIVE/MINOR		3
ELECTIVE/MINOR		3
Hours		15
Semester 7		
ELECTIVE/MINOR		3
SHB 4100	Event Management Strategies	3
BUS 3999	Business Internship	3
ELECTIVE/MINOR		3
Hours		12
Semester 8		
SHB 4500	SHB Senior Capstone	3
NON-WESTERN CULTURE		3
CREATIVE EXPRESSION		3
ELECTIVE/MINOR		3
ELECTIVE/MINOR		3
Hours		15
Total Hours		120

Course options and schedule are subject to change.