

# EVENT MANAGEMENT MINOR (M)

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

How does the Event Management MINOR differ from the major?

1. Only 18 credits from the Sport and Hospitality Program are required for the minor.  
(Click on the CURRICULUM tab for more information.)
2. Students minoring in Event Management are NOT required to take SHB 4500 - Program Capstone.
3. Students minoring in Event Management are NOT required to take SHB 3000 - SHB Internship.

Business now finds itself firmly entrenched within the "Experience Economy." This minor is a popular option for students in the Batterman School of Business that are majoring in entrepreneurship, marketing and public relations, as it provides valuable customer service, guest engagement, event activation and hospitality skills that today are applied in ALL industries.

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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.

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.

## Curriculum

Code	Title	Hours
<b>Required Courses</b>		
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
BUS 4000	Sales & Fundraising Strategies	3
<b>Total Hours</b>		<b>18</b>