SOUTH DAKOTA BOARD OF REGENTS
New Course Request

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<td>Education and Human Sciences / Consumer Sciences</td>
<td>Laurie Stenber Nichols</td>
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Section 1. Course Title and Description

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<th>Prefix &amp; No.</th>
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<td>EFA/HMGT 355</td>
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Course Description:
Introductory overview of the management and operation of conventions, meetings, trade shows and exhibitions for both profit and non-profit organizations. Emphasizes program planning, budgeting, contracts, marketing, public relations, site and facility selection, exhibit planning and marketing, transportation, food and lodging arrangements, and career opportunities.

Section 2. Review of Course

Will this be a common or unique course? (select the appropriate option below)

X This course will be a unique course. (Go to Section 3.)

Section 3. Other Course Information

1. Are there instructional staffing impacts?
   X No, schedule management. Explain: This course will be covered in-load.

2. Existing program in which course will be offered:
   Events and Facilities Administration Minor

3. Proposed instructional method: D (discussion and recitation)
   (may be found at [http://www.sdbor.edu/services/academics/AAC/guidelines.htm](http://www.sdbor.edu/services/academics/AAC/guidelines.htm))
   Provide a brief justification: Instructional methodologies will include, lecture, discussion, individual and group projects, and guest lectures.

4. Proposed primary delivery: 001 Face to Face
   (may be found at [http://www.sdbor.edu/services/academics/AAC/guidelines.htm](http://www.sdbor.edu/services/academics/AAC/guidelines.htm))

5. Term in which change will be effective: Fall 2014

6. Can this course be repeated for additional credit? No

7. Will the grade for this course be limited to S/U (pass/fail)?
   X No
   Yes


8. Will section enrollments be capped? Yes, 50 Maximum per Section

9. Will this course be equated (i.e. considered the same course for degree completion) with any other unique or common course in the course database? _______ Yes ___ X No
   If yes, indicate the course(s) to which it will be equated. __________________________________________

10. Is this prefix already approved for your university? _______ Yes ___ X No
    If no, provide a brief justification:
    To set the courses apart from other programs in the department and across the university, SDSU requests a new prefix of EFA (Events and Facilities Administration). A review of existing prefixes across the SDBOR system reveals that this prefix is not currently in use.

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Section 4. To be completed by Academic Affairs

1. University department code: SCONS

2. Proposed CIP code: 52.0907
   Is this a new CIP code for this university? _____ X Yes _____ No

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NEW COURSE REQUEST
Supporting Justification for On-Campus Review

Jane Hegland   Jane Hegland  12/17/2013
Request Originator   Signature  Date

Jane Hegland   Jane Hegland  12/17/2013
Department Chair   Signature  Date

Jane Hegland   Jane Hegland  12/17/2013
School/College Dean   Signature  Date

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1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum.
   The Department of Consumer Sciences is proposing to bring up a new interdisciplinary minor in Events and Facilities Administration. According to 2013 Bureau of Labor Statistics put out by the US Department of Labor, Meeting and Event Planners was ranked 10th in the top 20 list of fastest growing occupations in the US. This new minor will contribute to the economic development of the state and region by providing graduates to the state and region trained to provide high quality events and manage top-notch facilities. Since hospitality and tourism makes up 20% of South Dakota revenue, we need to make high-quality facilities and events a top priority. SDSU does not intend to request new state resources as all but two of the courses are already being taught (and one of the new courses replaces a deleted course). The Department of Consumer Sciences is well positioned to deliver this new minor.
2. Note whether this course is: _____ X Required _____ Elective

3. In addition to the major/program in which this course is offered, what other majors/programs will be affected by this course?
   We anticipate that a diversity of majors may have interest in the Events and Facilities Administration minor so will be positively impacted by the addition of this course.

4. If this will be a dual listed course, indicate how the distinction between the two levels will be made.
   NA

5. Desired section size 25-40

6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).
   Eric Beckman, Assistant Professor, PhD

7. Note whether adequate facilities are available and list any special equipment that will be needed for the course.
   Adequate facilities are available; no special equipment is needed.

8. Note whether adequate library and media support are available for the course.
   Yes

9. Will the new course duplicate courses currently being offered on this campus? No

10. If this course may be offered for variable credit, explain how the amount of credit at each offering is to be determined.
    NA