

# EVENT MANAGEMENT

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## About this Program

- **College:** Health and Human Performance (<http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/>)
- **Degree:** Bachelor of Science in Tourism, Hospitality and Event Management
- **Specializations:** Event Management (p. 1) | General ([http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/TRM\\_BSTM/TRM\\_BSTM02/](http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/TRM_BSTM/TRM_BSTM02/)) | Tourism and Hospitality Management ([http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/TRM\\_BSTM/TRM\\_BSTM03/](http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/TRM_BSTM/TRM_BSTM03/))
- **Credits for Degree:** 120

To graduate with this major, students must complete all university, college, and major requirements.

## Department Information

The Department of Tourism, Hospitality and Event Management prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills.

**Website** (<http://hhp.ufl.edu/about/departments/them/>)

## CONTACT

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THE FLORIDA GYMNASIUM

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Map (<http://campusmap.ufl.edu/#/index/0021>)

## Curriculum

- Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate
- Combination Degrees
- Event Management Minor
- Event Management Minor UF Online
- Tourism, Hospitality and Event Management
- Tourism, Hospitality and Event Management UF Online

To earn the Bachelor of Science in Tourism, Hospitality and Event Management courses must be completed successfully in general education, the major, and related professional and specialized courses. All students take a common core of classes providing them with foundational knowledge within the discipline. Subsequently, students select one of three specializations: *Tourism and Hospitality Management*, *Event Management*, or *General*. An approved 13-week internship is required upon completion of all coursework or the successful completion of the Academic Option (for those who qualify). Both options are included in the 120 credits for the degree. Students that have current or past industry experience (supervisory or entry level but not seasonal employment) will be able to substitute the full-time internship engagement with a choice of five department course electives taken over the course of several semesters. Students interested in the academic option will need to submit the following documents for approval beginning of their junior year: 1) notice of intent form, 2) current resume, and 3) statement that outlines personal and professional goals, along with an overview of how past industry experience has prepared for a desired career position.

## Event Management

Gain the knowledge and skills necessary to administer and manage commercial and entrepreneurial event service businesses. This program includes courses in conference and special event planning, promotion, sponsorship, financial and revenue management, and production.

## General

Gain the knowledge and skills necessary to work in a wide array of sectors related to the tourism, hospitality, and event management. This provides an opportunity to select courses within the department to develop broad content knowledge.

## Tourism and Hospitality Management

Gain the knowledge and skills necessary to administer and manage destination management organizations, tour operations, and hospitality enterprises such as hotels, resorts, attractions, restaurants, and cruises.

## Event Management

Gain the knowledge and skills necessary to administer and manage commercial and entrepreneurial event service businesses. This program includes courses in conference and special event planning, promotion, sponsorship, financial and revenue management, and production.

### Critical Tracking

Critical Tracking records each student's progress in courses that are required for progress toward each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (<http://www.flvc.org/cpp/displayRecord.jsp?cip=310301&track=3/6>) may be used for transfer students.

### Semester 1

- Complete 1 of 5 critical-tracking courses: ECO 2013 or ECO 2023, SPC 2608 or AEC 3030C, Two LEI or HFT courses and one of the following EDF 3110, DEP 3053, PSY 2012, or SYG 2000
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

### Semester 2

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

### Semester 3

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

### Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

### Semester 5

- Complete all 5 critical-tracking courses
- 2.0 UF GPA required

### Semester 6

- Complete any additional LEI or HFT course
- 2.0 UF GPA required

### Semester 7

- Complete LEI 3921 or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

### Semester 8

- Complete LEI 4940 Departmental Elective Toward Academic Option
- 2.0 UF GPA required

## Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

*This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.*

Course	Title	Credits
<b>Semester One</b>		
Quest 1 (Gen Ed Humanities)		3
Select one:		3
SPC 2608	Introduction to Public Speaking ( <b>Critical Tracking</b> )	
AEC 3030C	Effective Oral Communication ( <b>Critical Tracking</b> )	
STA 2023	Introduction to Statistics 1 (State Core Gen Ed Mathematics ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> ))	3
State Core Gen Ed Biological or Physical Sciences ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> )		3
State Core Gen Ed Composition (Writing Requirement)		3
<b>Credits</b>		<b>15</b>
<b>Semester Two</b>		
Quest 2 (Gen Ed Biological or Physical Sciences)		3
Select one:		4
ECO 2013	Principles of Macroeconomics ( <b>Critical Tracking</b> )	
ECO 2023	Principles of Microeconomics ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)	
Select one:		3
EDF 3110	Human Growth and Development ( <b>Critical Tracking</b> )	
DEP 3053	Developmental Psychology ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)	
Gen Ed Composition (Writing Requirement)		3
Gen Ed Mathematics (pure math)		3
<b>Credits</b>		<b>16</b>
<b>Semester Three</b>		
ACG 2021	Introduction to Financial Accounting	4
Select one:		3
DEP 3053	Developmental Psychology ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)	
EDF 3110	Human Growth and Development ( <b>Critical Tracking</b> )	
PSY 2012	General Psychology ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)	
SYG 2000	Principles of Sociology ( <b>Critical Tracking</b> ; State Core Gen Ed Social and Behavioral Sciences)	
Gen Ed Humanities and International (Writing Requirement)		3
Electives		6
<b>Credits</b>		<b>16</b>
<b>Semester Four</b>		
Select one:		3
HFT 2750	Event Management ( <b>Critical Tracking</b> )	
LEI 2181	Leisure Contemporary Society ( <b>Critical Tracking</b> )	
MAN 3025	Principles of Management (Gen Ed Social and Behavioral Sciences)	4
State Core Gen Ed Humanities ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> )		3
Electives		6
<b>Credits</b>		<b>16</b>
<b>Semester Five</b>		
Select one:		3
HFT 2750	Event Management ( <b>Critical Tracking</b> )	
LEI 3301	Principles of Travel and Tourism ( <b>Critical Tracking</b> )	
MAR 3023	Principles of Marketing (Gen Ed Social and Behavioral Sciences)	4
HFT 3512	Event Promotion	3
HFT 4468	Hospitality Revenue Management	3
Gen Ed Diversity (Writing Requirement)		3
<b>Credits</b>		<b>16</b>
<b>Semester Six</b>		
HFT 4517	Convention Sales and Service ( <b>Critical Tracking</b> )	3
LEI 4540	Management and Supervision of Leisure Facilities and Personnel	3
LEI 4880	Research Methods in Tourism, Recreation and Sport Management ( <b>Critical Tracking</b> )	3

THEM Department Elective		3
Elective (Academic Option: take 3 hours of Departmental Elective)		3
<b>Credits</b>		<b>15</b>
<b>Semester Seven</b>		
HFT 4754	Advanced Event Management	3
LEI 3921	Field Experience in TRSM ( <b>Critical Tracking</b> )	3
Electives (Academic Option: take 3 hours of Departmental Elective and 5 hours of General Electives)		8
<b>Credits</b>		<b>14</b>
<b>Semester Eight</b>		
LEI 4940	Internship in Leisure Services ( <b>Critical Tracking</b> ; Academic Option: take 6 hours of Departmental Elective and 6 hours of General Electives)	12
<b>Credits</b>		<b>12</b>
<b>Total Credits</b>		<b>120</b>

### Academic Learning Compact

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

## Before Graduating Students Must

- Demonstrate competence (minimum final grades of C) in the core courses LEI 3301, LEI 4540, HFT 4468, and LEI 4880..
- Complete requirements for the baccalaureate degree, as determined by faculty.

## Students in the Major will Learn to

### Student Learning Outcomes (SLOs)

#### Content

1. Identify major concepts, principles and theories associated with tourism, hospitality, and event management.
2. Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.
3. Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.
4. Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, hospitality, and event management programs.
5. Apply programming and marketing strategies aligned to the development of tourism, events and hospitality services.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to financial strategies to tourism, events and hospitality services.

#### Critical Thinking

7. Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and events management services.

#### Communication

8. Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.

## Curriculum Map

*I = Introduced; R = Reinforced; A = Assessed*

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
LEI 3301	I, A	I	I, A	I	I, A		I	I
LEI 4540	R	R, A	R	R	R	I, R	R	R
HFT 4468	R, A				R	R, A	R	R
LEI 4880	R	R, A	R	R, A	R		A	A, R

## Assessment Types

- Projects
- Papers