

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Special Events Planning

2014

Special Event Planning Business Plan

Fanshawe College

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BUSINESS PLAN FOR NEW PROGRAMS

Business plans must be submitted to the Academic Program Planning Sub-committee (APPS) by **December 1st**, for programs to be implemented in the fall of the following academic year. APPS will forward the business plans to the Board of Governors, Credential Validation Service, and the Ministry for approval.

The Business Plan will be developed using this template, and in consultation with a Curriculum Consultant from the Centre for Academic Excellence (CAE). All areas of this template and all Appendices must be completed.

1.0 Program Specifications:

Title of Proposed Program:	Event Management
Credential to be Awarded:	<input type="checkbox"/> Local Board Approved Certificate <input type="checkbox"/> Ontario College Certificate <input checked="" type="checkbox"/> Ontario College Diploma <input type="checkbox"/> Ontario College Advanced Diploma <input type="checkbox"/> Ontario College Graduate Certificate <input type="checkbox"/> Degree
Intake(s):	<input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Winter <input type="checkbox"/> Spring
Year of First Intake:	Fall, 2015
No. of Students in First Intake:	30 domestic, 3 international
Length of Program: Number of semesters 4 Semester length (in weeks) 15	

2.0 Executive Summary

The Executive Summary (200 to 250 words maximum) should contain the following information:

- program overview, length, credential, description and suggested delivery options.
- program fit with institutional priorities.
- local, regional, provincial and national fit/competition; links to further educational opportunities.
- student and employer (industry) demand/support for the program; job opportunities for graduates.
- resources required.

Event Management, originally conceived and presented for consideration as a graduate certificate, is now proposed to be offered as a 2-year diploma program. This Ontario College Diploma program will provide students with the expertise and professionalism required to succeed in the fast-paced and exciting industry of event management.

The program is designed to provide students with a strong foundation for planning any type of event. Students obtain skills and knowledge in marketing, sponsorship, event logistics, risk management, budgeting, programming, entertainment, people management and computer software. During the year,

students will work in teams to plan and execute an event. Students will also participate in a field work placement where they gain experience and meet valuable contacts.

Rationale:

With the continuous need for skilled individuals to organize sporting events and tournaments, cultural festivals, concerts, community celebrations etc. we believe there is a market for this program and job opportunities for graduates. We currently have the necessary expertise and ability to deliver this curriculum.

Fanshawe recruiters have reported that Events Management is a program that “direct” applicants are continually requesting. In addition, current students from hospitality programs, culinary programs, and interior design as well as business graduates would be candidates for this type of program. Graduates of related programs would be considered for advanced standing in this program.

Target market for this program will be domestic students who are high school graduates (“directs”) as well PSE graduates and “non-directs” interested in a career change. We will also expect that this program will attract international and immigrant students. Advanced standing in the program will be permitted and entry of students who are graduates of complementary programs will be encouraged, which could provide a powerful draw. Part-time students will also be a target market.

The Employment Profile of College Graduates for 2009-10 indicates that greater than 80% of the Events Management graduates surveyed are employed within the industry. It is very worth noting that this skill set is transferable into any work place where meetings and events are planned.

Event Management is currently delivered at 10 community colleges across Ontario, in most cases as a graduate certificate. At present, no colleges west of Conestoga offer this program. We believe that should the program exist within the London community, students interested in this particular field could choose to stay closer to home. In 2012, 42 students from the Fanshawe catchment area applied to other colleges delivering this curriculum.

Courses in this program would be offered in a hybrid/blended or online format, initially Monday to Friday. This program will require new classroom space, but will be offered in a hybrid format to minimize the net new classroom space needed. Some course will need to be scheduled in computer labs, but this program will not require specialized equipment. Professors with specialized skills in the area of event development and management will need to be hired. Demand for a weekend and full online delivery will be assessed prior to or shortly after initial launch.

This program supports the following institutional priorities:

- Enrolment growth
- Internationalization
- Hybrid and online delivery
- Few new resources needed

3.0 Academic Programming and Quality

Score: ___/25

New programs will be developed by the School/Faculty responsible for the program in consultation with the other affected enabling/partner divisions/departments including, but not limited to, Language and Liberal Studies, Co-operative Education, Continuing Education, departments responsible for service delivery and support of the program, *etc.* ***See Appendix G for the detailed list***

3.01 Program Description

- Complete **Appendix B: Program Description**. This template includes program description, vocational program learning outcomes and admission requirements (which may include assessment strategies and retention strategies).

Admission Standards:

Consultation: Registrar's Office.

Standard Wording for Ontario College Diploma Programs (similar to Hospitality Management-Hotel):

- Ontario Secondary School Diploma, or Grade 12 equivalency, or mature student status, AND
- Grade 12 English at any of the (C) or (U) levels, or equivalent.
- English Language Proficiency

3.02 Curriculum

- Complete **Appendix E: Degree Audit/ Program of Instruction** to outline the sequence of courses, credits, general education courses and materials fees, if required.
Consultation: affected Academic Schools, Co-op, CAE

This will not be a co-op program.

3.03 Curriculum Design and Delivery

- Indicate how the program meets the learning outcomes.

This program will make use of the learning outcomes of MTCU program code for Event Management.

- Include reasons for choice of delivery methods including work experience (if appropriate).

Hybrid and online delivery methods are appropriate because of the nature of the curriculum and to appeal to the target markets described above and below.

- Indicate how delivery methods are appropriate to program and/or target populations.

Delivery methods (classroom, online, hybrid, weekend, part-time) appropriate for target markets- 1) Domestic directs, 2) non-directs, working and 3) International students

- Indicate where and how *existing* courses are used in this new program.

Existing courses offered by programs in the School of Tourism and Hospitality will be used for the first and second semester of this program, which will allow for Hotel Management/Tourism and Travel students to enter second year of the program after completion of their Diploma program.

Due to the nature of this program and the feedback of the focus group, the delivery model will be classroom and hybrid.

- Indicate where and how internationalization, research and e-learning are included in the program.

International students are one of the target markets, in addition to the domestic market. For the benefit of all students, the curriculum will address the development, staging and management of events offered in the meeting market as well as major sporting events (national and international- i.e. Olympics, World Cup, Memorial Cup, FIFA).

Research and innovation components will be built into curriculum and learning activities. Fanshawe is in a unique area to take advantage of the variety of venues that London has to offer. The curriculum has been constructed to expose the students to venue tours with a research component. This program will also have a capstone project requiring extensive research in the form of a Familiarization excursion to simulate real world scenarios. As the program matures, funding sources for applied research will be investigated.

Hybrid classroom and e-learning as stated above.

- Complete *Appendix A1: Program Outcomes- Curriculum Map*
Consultation: CAE
- 3.04 Vocational Program Learning Outcomes
- Complete *Appendix A: Program Maps, Form 1 - Vocational Program Outcomes.*
Consultation: CAE
- 3.05 Employability Skills Learning Outcomes
- Complete *Appendix A: Program Maps, Form 2 - Essential Employability Skills Outcomes.*
Consultation: CAE
- 3.06 Ministry Form for Weighting Purposes
- Complete *Appendix D: Program Delivery Information (PDI) Form to Calculate Program Funding Parameters.*
Consultation: CAE

3.07 Relationship to Professional or Licensing Bodies

This program is not designed to support licensing requirements as licensing is not required in any jurisdiction for this type of work. However the program curriculum will be aligned with the principles of Meeting Planner International's Certified Meeting Planner (CMP) designation. We will be aligning our program with the CMP in order for students to fulfill their CMP designation after the required work experience- an advantage of our program at Fanshawe College. There is also an option to partner with the Emerit Meeting Planners curriculum which would be a unique benefit in comparison to the other programs in Ontario.

The external focus group unanimously recommended the growing need for trained Event/Meeting planners, including those from the Corporate/Social and Sports Event Management.

- 3.08 Course Descriptions
- Complete *Appendix C: Program Curriculum.*
Consultation: CAE

Key Questions/perspectives in this Section that need to be addressed for APPS:

What method(s) of delivery are you planning?

Mix of hybrid, online, F2F, possibly weekend as demand grows. The program will be offered in a hybrid format as standard delivery. Hybrid, online and weekend delivery would be more attractive to working professionals who may want to enroll in courses on a part-time basis to enhance their skills and knowledge.

Students will participate in lectures, case studies, project work. Fanshawe will work with our various partners in the event industry to provide our students with hands on experience in the industry including: The London Convention Center, The Home Builders Association and Western Fair District. Other opportunities include Tourism London and the various world class events (sports, convention and entertainment) that change yearly.

What opportunities will there be for developing learning pathways?

We anticipate pathways into this program from College and university business and hospitality programs (with advanced standing). We anticipate building pathways to university degrees in related fields with existing and new articulation partners. IMI University Centre in Switzerland has expressed interest in creating a pathway to complement existing agreements with the School.

Explain how research and innovation will be introduced into the curriculum.

Students will be given projects with problems to solve. They will be required to work together, design, test and implement logistics and solutions for the event industry, A capstone project requiring the students to design, organize and stage an event will be a key learning activity in the final semester. Students will also participate in off campus events in the local community.

Describe how you will comply with any regulatory or accreditation requirements.

Not applicable.

4.0 Fit of Program

Score: ___/25

4.01 Institutional Fit

This program supports the following institutional priorities:

- Enrolment growth
- Meeting labour market demands
- Internationalization
- Flexible delivery
- Few new resources needed

- How does the program align with local, regional or provincial economic development activities and priorities?

Consultation: Strategy & Planning, Review of Strategic Plan, Regional Development Plan

The tourism and hospitality industry is very large, and event development and management is a very important component of the industry, with a large number of community, regional and national events and festivals being offered every year and repeated from year to year. The growth of tourism locally, within Ontario and across Canada is a key economic growth driver and is supported by many government programs. Examples- the Canadian meetings industry has more than 600,000 meetings each year and contributes more than \$32.3 billion per year in direct spending to Canada's economy (MPI). The Canadian Sport Tourism Alliance (CSTA) is committed to grow the \$3.6 billion a year sports tourism industry in Canada. CSTA has grown from 18 founding members to over 400 members including 142 municipalities, 200+ national and provincial sport organizations and a variety of product and service suppliers to the industry. Sport tourism is now the fastest growing segment of the tourism industry.

4.02 Similarity of Program

- How is the program similar to or different from existing programs at the College?

There is a local certificate in Event Management Certificate offered by Fanshawe Continuing Education. In addition, individual courses in event management are offered in programs in the School of Tourism and Hospitality and Lawrence Kinlin School of Business. Professors teaching in this program may be available to teach courses in other programs in the College.

- What impact will this program have on existing programs at the College? Does the proposed program provide additional breadth to our offerings, or does it add specific disciplinary depth?

This program will broaden offerings in the School of Tourism and Hospitality and will reflect the growing need for specialists in this field. Advanced standing can be offered in this program. Students who enter this program with advanced standing will realize added value in their Education when combined with previous education (i.e. Business, Hospitality Management).

- Are there similar programs being offered provincially to the one being proposed? Nationally? (Include location of programs and a brief description of these programs.)

There are Event Management programs being offered by 10 colleges in Ontario, however only 2 Colleges offer a 2 year program (George Brown and Durham College (Durham just added their program). All other Colleges are a one year post grad program.

- What makes this program unique from existing programs that are similar?
Consultation: CAE, Strategy & Planning

The proposed program at Fanshawe College is a two year program that provides flexibility for a student to be exposed to and/or concentrate on the Sport Market, Corporate/Convention or Social Markets. The geographic location and Fanshawe College's partners allow for unique hands on learning opportunities including venue tours and participation in the various world and national events.

4.03 Transfer between Proposed Program and Other Post-Secondary Programs

- Indicate what program articulations/transfers are anticipated or under negotiation between this program and other post-secondary programs (internal and external)?
Consultation: CAE

As mentioned above, IMI Switzerland has expressed interest in expanding their existing articulation agreement with the School to include this new program. In addition, after program approval, future plans would be to offer this program or the courses in it as complements/components of programs offered by technical colleges or universities in other areas of the world. Students from those institutions, for instance, could take courses in this program as part of a student exchange or articulation agreements, or collaborative degrees with universities.

Key Questions/perspectives in this Section that need to be addressed for APPS:

Please identify any new partnerships that are part of this opportunity
What, if any, alliances are possible to reduce costs, increase speed to market and increase market coverage?

The School of Tourism and Hospitality will promote this program through appropriate networks of professional event planners in Ontario, Canada and the world.

What would be the competitive advantage of the program? (In your response, please include profiles of key competitors such as other colleges, universities, private institutions). How do they differentiate themselves?

The program curriculum will be unique as Fanshawe College will be only College in Southwestern Ontario that provides a direct entry into an Event Management program from High School, which will appeal to the domestic market. The program is designed to meet the needs of advanced standing students to complete in a one year, retaining and attracting students for an additional year. The program curriculum will include local field trips and a domestic/international field study that is relevant and current.

5.0 Demand for Program

Score: ___/25

5.01 Student Demand

- Provide evidence of student demand (include how strength of demand has been assessed and data sources, including OCAS, used to assess demand).

Please see OCAS data below.

Anecdotal evidence provided by Fanshawe recruiters is that there has been a steady number of domestic high school students (direct students) who ask whether we offer a program such as this one. Reputation and Brand Management has suggested this is one of the programs that we do not currently offer for which they receive a larger number of inquiries.

In addition, an informal survey was conducted to one hundred second year Hotel Students, Twenty-two responded they would have been interested in staying for a second year to complete the Event Management program. Informal conversations with students from other programs have also expressed interest in an Event Program.

- Indicate which student populations are most likely to be attracted to the program. Include assessment of whether this program will draw students away from existing college programs or be complementary to existing programs.

Consultation: Registrar, Recruitment, International, Strategy & Planning

This program will be targeted towards secondary school graduates ('directs'), international students, PSE graduates, non-direct and immigrant students. This program may draw some students from existing hospitality programs, but we feel that this program could be a good complement to other diploma programs, as mentioned.

5.02 Employment Demand

See labour market information below- strong demand anticipated into the future.

Our External Focus group suggested that many members of the current work force of event planners have "fallen" into these positions from other disciplines and often require extensive on the job training to become proficient. This is due to the limited amount of programs available in this field.

6.0 Feasibility of Program

Score: ___/25

6.01 Physical Resources

- a) **Technology requirements** - include capital equipment required for start-up and full implementation of the program; type of equipment and infrastructure enhancements needed to operationalize the equipment (electrical upgrade, water, eye wash station, fume hood, etc.) and results of consultations and discussions regarding technology requirements.

Consultation: Faculty, Chair, Program/Ops Manager, HS&S, Facilities Management

This program will not require new facilities to be built, but will make use of existing classrooms and computer labs.

- b) **Space requirements** - include special space requirements such as lab or designated space; required renovations or installations; and results of consultations and discussions regarding space requirements and location of program.

Consultation: Facilities Management, Timetabling/Scheduling

Some courses will make use of existing computer labs.

- c) **Computing requirements** - include hardware and software required for start-up and full implementation of the program; cost of hardware/software and results of consultations and discussions regarding technology requirements.

Consultation: Information Technology Services.

The program will require new computer applications- an Event Management System and Floor Plan Software. We anticipate the total cost will be approximately \$10-15K), We are awaiting a quote.

Key Questions/perspectives in this Sub-Section that need to be addressed for APPS:

Please estimate the amount of capital investment required to implement this program that is beyond your existing capital allotment. If this exceeds \$1.5 Million, also indicate if you have identified the source of these funds. Identify size, type and attributes of classroom and/or dedicated labs

Computer lab with capacity of 45 students would be required

Is there a requirement to purchase enabling technologies (clickers, smart boards, etc.)?

It would be desirable and appropriate for courses to be scheduled into classrooms with Smartboards.

What are the on-line registration, e-learning and FOL requirements?

Full-time and part-time students will need to register and select courses online and make use of FOL and Collaborate as usual.

Are there specific IT staff support needs for the program?

There is no extra or specific IT staff support required to facilitate this program.

6.02 Learning Resources

No additional resources will be needed

6.03 Human Resources

New full-time professors should be hired to support this program.

6.04 Student Services/Learning Experiences

The faculty of the Event Management program will remain abreast of Fanshawe's e-learning initiatives. The program will imbed research and innovation learning activities into curriculum. Investigation in regards to potential funding sources for students and professor research projects will occur, with assistance from the Centre for Research and Innovation.

Students will be connected to Fanshawe Services such as Student Success (through the Student Success Advisor in the School of Tourism and Hospitality) and the International Office as required. Students will be encouraged and supported in the development of their co-curricular records.

6.05 Marketing Plan

- Outline marketing strategies that will assist in reaching the appropriate student populations for this program.

Consultation: Brand and Reputation Management.

It is anticipated that R&BM recruiters will promote this new program when recruiting direct students. Marketing and promotion efforts can be directed to existing Fanshawe students in other programs interested in completing a second diploma, and to non-directs. Fanshawe International can recruit international students to this program.

6.06 Multi-Year Enrollment Projections (Headcount)

Consultation: Registrar.

Winter intakes

	2015/16	2016/17	2017/18	2018/19	Ongoing
Year One	Fall Intake Domestic- 30 Internat'l- 3 Part-time- 5 Winter Intake Domestic- 20 Internat'l- 2 Part-time - 5	Same			
Year Two	Fall- 3 rd level Domestic- 40 Internat'l- 4 Part-time- 5 Winter- 4th Domestic- 35 Internat'l- 4 Part-time - 5	Same			
Number of Graduates	36				
Total Enrollment	50				

6.07 Budget for Program - (multi-year)

- Complete *Appendix F: Multi-Year Budget Projections*.
Consultation: Financial Planning.

Key Questions/perspectives in this Sub-Section that need to be addressed for APPS:

Please quantify any estimated spending requirements that are above your existing budget.

Curriculum Development- \$30,000. No equipment costs. FOL, ION and Collaborate Training to support hybrid and online delivery.

Please outline any budgetary assumptions

See pro forma NPV analysis below.

6.08 Tuition Fees

Consultation: Registrar's Office, Financial Planning.

- Proposed annual tuition fee: \$ _____
- Fees: Regular Yes _____ No _____
Deregulated Yes _____ No _____
- What are other colleges charging for similar programs?

6.09 Start Up Costs

- What start up costs are anticipated for this program, such as one time marketing costs, capital requirements and new lab and/or equipment (connect to 6.01a-c)? From where are these funds being drawn?

Curriculum development- \$30,000
Training for existing faculty - \$10,000

6.10 Allocation of Resources

- Are there alternative sources of funding for this program (*e.g.*, is a program being cancelled)?

No alternative sources of funding.

7.0 Consultation Report

Include results of all appropriate consultations regarding development and/or implementation of this program on ***Appendix G: Consultation Report.***

Submitted by:

Signature of Dean

Date:

Special Events Planning - MTCU 52205

	APPLICATIONS					ENROLMENT					INT - ENROLMENT				
	2009	2010	2011	2012	2013	2009	2010	2011	2012	2013	2009	2010	2011	2012	2013
George															
Brown	719	786	726	779	698	204	182	185	185	175	12	12	9	17	23
Durham	0	0	0	0	232	0	0	0	0	75	0	0	0	0	0
	719	786	726	779	930	204	182	185	185	250	12	12	9	17	23

5 year comparison	29%	23%	92%
1 year comparison	19%	35%	35%

WHERE IS FANS CATCHMENT GOING?

	APPLICATIONS					ENROLMENT				
	2009	2010	2011	2012	2013	2009	2010	2011	2012	2013
George										
Brown	10	18	20	9	9	4	1	4	2	3
Durham	0	0	0	0	2	0	0	0	0	0
	10	18	20	9	11	4	1	4	2	3

FESTIVAL/COMMUNITY EVENTS MANAGEMENT - MTCU 72205

	APPLICATIONS					ENROLMENT				ENROLMENT - INTERNATIONAL				GRADUATION RATE				
	2008	2009	2010	2011	2012	2008	2009	2010	2011	2008	2009	2010	2011	2007/08	2008/09	2009/10	2010/11	2011/12
Algonquin	298	280	271	259	245	88	86	84	77	6	5	7	12	91%	70%	65%	93%	93%
Centennial	82	168	147	140	95	12	18	22	21	1	9	3	3	-	-	-	92%	100%
Conestoga	127	165	138	148	126	35	36	30	25	0	2	2	2	-	-	92%	94%	81%
Fleming	77	109	92	100	44	15	25	15	12	0	0	0	0	-	-	94%	88%	85%
Georgian	0	0	0	45	83	0	0	0	16	0	0	0	2	-	-	-	-	-
Humber	0	0	0	0	328	0	0	0	0	0	0	0	0	-	-	-	-	-
La Cite	0	0	0	25	19	0	0	8	9	0	0	0	1	-	-	-	-	-
Mohawk	110	134	125	108	72	16	31	18	22	0	0	4	1	-	91%	97%	87%	97%
Niagara	173	190	166	178	167	36	28	33	35	0	2	2	0	100%	96%	97%	94%	100%
Seneca	0	0	0	0	141	13	13	14	13	3	0	1	2	-	100%	100%	93%	100%
	867	1046	939	1003	1320	215	237	224	230	10	18	19	23					

5 yr comparison (2012 vs 2008) - Overall 52% 7% 130%
 2012 vs 2012 - Overall 32% 3% 21%

WHERE IS FANS CATCHMENT GOING?

	APPLICATIONS					ENROLMENT			
	2008	2009	2010	2011	2012	2008	2009	2010	2011
Algonquin	4	5	3	2	1	2	2	0	0
Centennial	0	2	0	1	3	0	1	0	0
Conestoga	8	6	10	10	11	3	2	3	1
Fleming	3	1	1	3	0	0	0	0	0
Georgian	0	0	0	0	1	0	0	0	0
Humber	0	0	0	0	10	0	0	0	0
Mohawk	4	5	3	5	2	0	0	1	1
Niagara	8	7	3	7	12	0	1	0	3
Seneca	0	0	0	0	2	1	0	0	0
	27	26	20	28	42	6	6	4	5

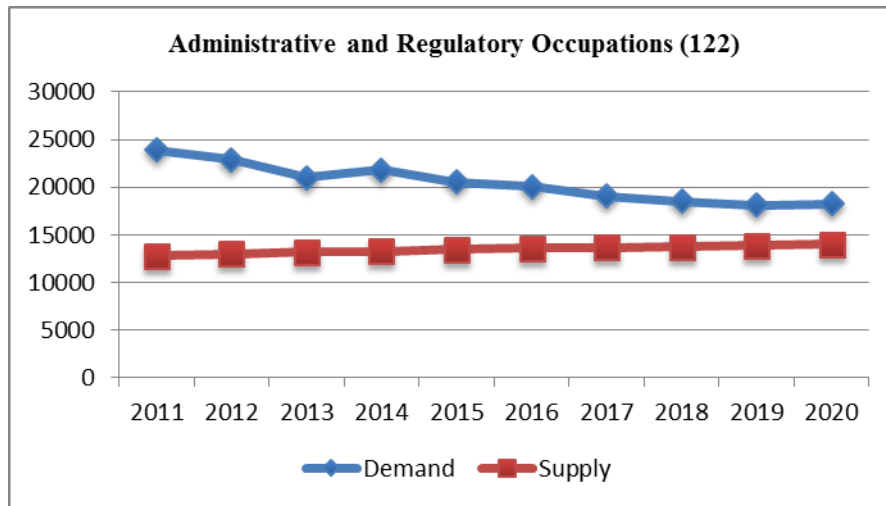
Proposed Program:
Events Management

Occupation and NOC Level:
Administrative and Regulatory Occupations (122)

Relevant Occupations in this Group and NOC Code(s):
Conference and Event Planners (1226)

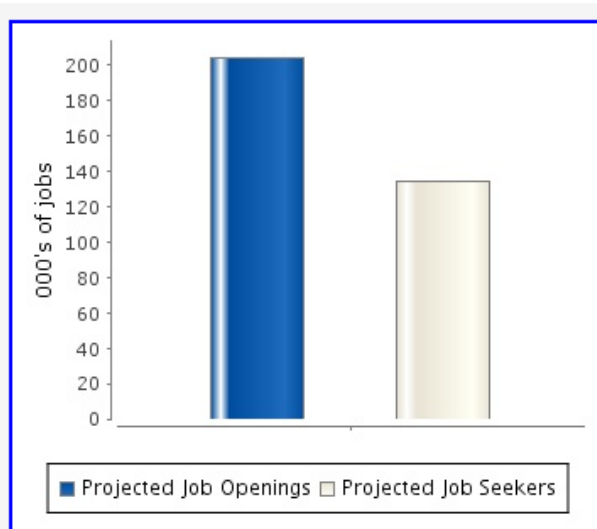
National Level

According to the Canadian Occupational Projection System (COPS), for this occupational group (i.e., Administrative and Regulatory Occupations) job openings are expected to total **204,090** between 2011 and 2020. It is also expected that **134,714** job seekers will be available to fill these job openings (see figures below).



Category	Openings	%
Expansion Demand	57,705	28%
Retirements	124,657	61%
Other Replacement Demand	12,596	6%
Emigration	9,136	4%
Projected Job Openings	204,093	100%

Category	Seekers	%
School Leavers	95,912	71%
Immigration	13,301	10%
Other	25,500	19%
Projected Job Seekers	134,714	100%



[Source: Canadian Occupational Projection System (COPS)]

It should be noted that there is no available information on labor projections at the provincial and regional levels for this occupation

Program Name Events Management
Program type 2 yr Diploma

		<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>	<u>Year 6</u>	<u>Year 7</u>	<u>Year 8</u>	<u>Year 9</u>	<u>Year 10</u>	<u>Total</u>
Incremental revenues												
Grants:	Notes											
- program name	1	n/a	189,924	424,830	424,830	424,830	424,830	424,830	424,830	424,830	424,830	3,588,564
Tuition:												
- program name	2,3,4	137,137	296,644	296,644	296,644	296,644	296,644	296,644	296,644	296,644	296,644	2,806,932
Program Specific fee **	5	0	0	0	0	0	0	0	0	0	0	0
Other associated revenue		0	0	0	0	0	0	0	0	0	0	0
sub-total		<u>137,137</u>	<u>486,568</u>	<u>721,474</u>	<u>721,474</u>	<u>721,474</u>	<u>721,474</u>	<u>721,474</u>	<u>721,474</u>	<u>721,474</u>	<u>721,474</u>	<u>6,395,496</u>
Incremental expenses												
Indirect salaries:												
Admin/Support staff		0	0	0	0	0	0	0	0	0	0	0
Teaching salaries:												
Full time - number required		1	2	2	2	2	2	2	2	2	2	
- cost @ \$130,389		130,389	260,778	260,778	260,778	260,778	260,778	260,778	260,778	260,778	260,778	2,477,391
Part time - hours per week req'd		43	78	78	78	78	78	78	78	78	78	
- cost @ see below		52,740	95,669	95,669	95,669	95,669	95,669	95,669	95,669	95,669	95,669	913,757
One time costs - facilities		0										0
fitup/equipment		0										0
Other startup		35,000										35,000
Operating expenses												0
Capital expenses												0
sub-total		<u>218,129</u>	<u>356,447</u>	<u>356,447</u>	<u>356,447</u>	<u>356,447</u>	<u>356,447</u>	<u>356,447</u>	<u>356,447</u>	<u>356,447</u>	<u>356,447</u>	<u>3,426,148</u>

incremental cash inflows		-80,992	130,121	365,027	365,027	365,027	365,027	365,027	365,027	365,027	365,027	2,969,348
	CTO%		27%	51%	51%	51%	51%	51%	51%	51%	51%	
	Net present value @	8%	<u>\$1,834,988</u>									

Notes:

1. Grant based on existing HMT3 program
2. Tuition based on standard program
3. 91%/9% domestic/international enrolments assumed
4. Based on level 1 enrolment total of 33
5. Based on estimate

INPUT FIELDS

Tuition - domestic	lvl 1/2		\$1,235.23
(per term)	lvl 3/4		\$1,236.98
Grant	all levels		\$2,499.00
(per term)			
Program specific fee	all levels		\$0.00
Tuition - international	lvl 1/2		\$6,180.00
(per term)	lvl 3/4		\$6,180.00
Enrolment split	domestic		91%
	international		9%
Part time / Partial load	split %	PT	40%
		PL	60%
	hrly rate	PT	\$51.15

(incl. ben's)

PL

\$102.18

Number of weeks for PT/PL

15

YEAR 1

Enrolment table

Program name

Domestic

Int'l

level 1 - Fall	30	3	33
level 2 - Winter	26	2	28
level 1 - Winter	20	2	22
level 3	0	0	0
level 4	0	0	0
	76	7	83

Tuition rates

Domestic

Int'l

level 1	1,235.23	6,180.00
level 2	1,235.23	6,180.00
level 3	1,236.98	6,180.00
level 4	1,236.98	6,180.00

Grant values

Domestic

Int'l

level 1	2,499.00	0.00
level 2	2,499.00	0.00
level 3	2,499.00	0.00
level 4	2,499.00	0.00

YEAR 2

Enrolment table

Program name

Domestic

Int'l

level 1 - Fall	30	3	33
level 2 - Winter	26	2	28
level 1 - Winter	20	2	22
level 2 summer	17	2	19

level 3 - Fall	40	3	43
level 4 - Winter	37	2	39
	170	14	184

Tuition rates

	Domestic	Int'l
level 1	1,235.23	6,180.00
level 2	1,235.23	6,180.00
level 3	1,236.98	6,180.00
level 4	1,236.98	6,180.00

Grant values

	Domestic	Int'l
level 1	2,499.00	0.00
level 2	2,499.00	0.00
level 3	2,499.00	0.00
level 4	2,499.00	0.00

YEAR 3

Enrolment table

Program name	Domestic	Int'l	
level 1 - Fall	30	3	33
level 2 - Winter	26	2	28
level 1 - Winter	20	2	22
level 2 Summer	17	2	19
level 3 Fall	40	3	43
level 4 Winter	37	2	39
	170	14	184

Tuition rates

	Domestic	Int'l
level 1	1,235.23	6,180.00
level 2	1,235.23	6,180.00
level 3	1,236.98	6,180.00
level 4	1,236.98	6,180.00

Grant values

	Domestic	Int'l
level 1	2,499.00	0.00
level 2	2,499.00	0.00
level 3	2,499.00	0.00
level 4	2,499.00	0.00

YEAR 4

Enrolment table

	Program name		
	Domestic	Int'l	
level 1 - Fall	30	3	33
level 2 - Winter	26	2	28
level 1 - Winter	20	2	22
level 2 Summer	17	2	19
level 3	40	3	43
level 4	37	2	39
	170	14	184

Tuition rates

	Domestic	Int'l
level 1	1,235.23	6,180.00
level 2	1,235.23	6,180.00
level 3	1,236.98	6,180.00
level 4	1,236.98	6,180.00

Grant values

	Domestic	Int'l
level 1	2,499.00	0.00
level 2	2,499.00	0.00
level 3	2,499.00	0.00
level 4	2,499.00	0.00

Program Name Events Management
Program type 2 yr Diploma

		<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>	<u>Year 6</u>	<u>Year 7</u>	<u>Year 8</u>	<u>Year 9</u>	<u>Year 10</u>
Incremental revenues											
Grants:	Notes										
- program name	1	n/a	189,924	424,830	424,830	424,830	424,830	424,830	424,830	424,830	424,830
Tuition:											
- program name	2,3,4	137,137	296,644	296,644	296,644	296,644	296,644	296,644	296,644	296,644	296,644
Program Specific fee **	5	0	0	0	0	0	0	0	0	0	0
Other associated revenue		0	0	0	0	0	0	0	0	0	0
sub-total		137,137	486,568	721,474	721,474	721,474	721,474	721,474	721,474	721,474	721,474

Incremental expenses

Indirect salaries:											
Admin/Support staff		0	0	0	0	0	0	0	0	0	0
Teaching salaries:											
Full time - number required		1	2	2	2	2	2	2	2	2	2
- cost @	\$130,389	130,389	260,778	260,778	260,778	260,778	260,778	260,778	260,778	260,778	260,778
Part time - hours per week req'd		43	78	78	78	78	78	78	78	78	78
- cost @	see below	52,740	95,669	95,669	95,669	95,669	95,669	95,669	95,669	95,669	95,669
One time costs - facilities		0									
fitup/equipment		0									
Other startup		35,000									
Operating expenses											
Capital expenses											
sub-total		218,129	356,447	356,447	356,447	356,447	356,447	356,447	356,447	356,447	356,447

incremental cash inflows

	-80,992	130,121	365,027	365,027	365,027	365,027	365,027	365,027	365,027	365,027	365,027
CTO%		27%	51%	51%	51%	51%	51%	51%	51%	51%	51%

Net present value

@ 8% \$1,834,988

Notes:

1. Grant based on existing HMT3 program
2. Tuition based on standard program
3. 91%/9% domestic/international enrolments assumed
4. Based on lvl 1 enrolment total of 33
5. Based on estimate



INPUT FIELDS

Tuition - domestic	lvl 1/2		\$1,235.23
(per term)	lvl 3/4		\$1,236.98
Grant	all levels		\$2,499.00
(per term)			
Program specific fee	all levels		\$0.00
Tuition - international	lvl 1/2		\$6,180.00
(per term)	lvl 3/4		\$6,180.00
Enrolment split	domestic		91%
	international		9%
Part time / Partial load	split %	PT	40%
		PL	60%
	hrly rate	PT	\$51.15

(incl. ben's)	PL	\$102.18
Number of weeks for PT/PL		15

YEAR 1

Enrolment table	Program name		
	Domestic	Int'l	
level 1 - Fall	30	3	33
level 2 - Winter	26	2	28
level 1 - Winter	20	2	22
level 3	0	0	
level 4	0	0	0
	76	7	83

Tuition rates	Domestic	Int'l
level 1	1,235.23	6,180.00
level 2	1,235.23	6,180.00
level 3	1,236.98	6,180.00
level 4	1,236.98	6,180.00

Grant values	Domestic	Int'l
level 1	2,499.00	0.00
level 2	2,499.00	0.00
level 3	2,499.00	0.00
level 4	2,499.00	0.00

YEAR 2

Enrolment table	Program name		
	Domestic	Int'l	
level 1 - Fall	30	3	33
level 2 - Winter	26	2	28
level 1 - Winter	20	2	22
level 2 summer	17	2	19

level 3 - Fall	40	3	43
level 4 - Winter	37	2	39
	170	14	184

Tuition rates

	Domestic	Int'l
level 1	1,235.23	6,180.00
level 2	1,235.23	6,180.00
level 3	1,236.98	6,180.00
level 4	1,236.98	6,180.00

Grant values

	Domestic	Int'l
level 1	2,499.00	0.00
level 2	2,499.00	0.00
level 3	2,499.00	0.00
level 4	2,499.00	0.00

YEAR 3

Enrolment table

Program name

	Domestic	Int'l	
level 1 - Fall	30	3	33
level 2 - Winter	26	2	28
level 1 - Winter	20	2	22
level 2 Summer	17	2	19
level 3 Fall	40	3	43
level 4 Winter	37	2	39
	170	14	184

Tuition rates

	Domestic	Int'l
level 1	1,235.23	6,180.00
level 2	1,235.23	6,180.00
level 3	1,236.98	6,180.00
level 4	1,236.98	6,180.00

Grant values

	Domestic	Int'l
level 1	2,499.00	0.00
level 2	2,499.00	0.00
level 3	2,499.00	0.00
level 4	2,499.00	0.00

YEAR 4

Enrolment table

Program name

	Domestic	Int'l	
level 1 - Fall	30	3	33
level 2 - Winter	26	2	28
level 1 - Winter	20	2	22
level 2 Summer	17	2	19
level 3	40	3	43
level 4	37	2	39
	170	14	184

Tuition rates

	Domestic	Int'l
level 1	1,235.23	6,180.00
level 2	1,235.23	6,180.00
level 3	1,236.98	6,180.00
level 4	1,236.98	6,180.00

Grant values

	Domestic	Int'l
level 1	2,499.00	0.00
level 2	2,499.00	0.00
level 3	2,499.00	0.00
level 4	2,499.00	0.00

APPENDIX A – Form 3 Program Outcomes – Curriculum Map

PROGRAM MAPPING (Name of Program)	LEVEL ONE										LEVEL TWO							# OF COURSES
	TOUR 1005 - Tourism Industry Intro	TOUR 1003 - Customer Sales & Service	MKTG 1059 - Marketing for Hospitality	FDMG 1039 - Dining for Professional	DEVL 1034 - Career Strategies	COMP 1332 - Information Management	WRIT 1042 - Reason & Writing 1	GEN ED - General Education	DUST 1066 - Effective Meetings & Elements of FoodService	HOSP XXXX - Field Research Study	HOSP XXXX - Introduction to Event	COMM 3041 - Communication	ACCT XXXX - Accounting for Event	XXXX GEN ED - General Education				
PROGRAM ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES																		
4 = R 5 = RE 6 = TE 7 = TRE																		
T = Taught R = Reinforced E = Evaluated																		
The graduate has reliably demonstrated the ability to: (Source:																		
1. communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.	R	RE	RE	RE	TRE	R	TE			TRE		TRE	R	TRE	R		12	
2. respond to written, spoken, or visual messages in a manner that ensures effective communication.	R	TRE	TE	RE	R	R	TE			TRE	R	TRE	R	TRE	R		13	
3. execute mathematical operations accurately.							TE				TE				TRE		3	
4. apply a systematic approach to solve problems.			R	R	R	TRE	TE			RE	T		TE	TRE	TRE		10	
5. use a variety of thinking skills to anticipate and solve problems.	TE	RE	TE	R	R	TRE	TE			RE	T	T	TE	TRE	TRE		13	
6. locate, select, organize, and document information using appropriate technology and information systems.	TE	RE	TE	RE	TRE	TRE	TE							TRE	TRE		9	
7. analyze, evaluate, and apply relevant information from a variety of sources.	TE	RE	TE	RE	TRE	TRE	TE			RE	T	R	R	TRE	TRE		13	
8. show respect for the diverse opinions, values, belief systems, and contributions of others.	R	R	R	TRE	R	R	R			TRE	R	R	R	TRE	R		13	
9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.	R	R	RE	RE	R	RE	R			TRE	R	R	TE	TRE	R		13	
10. manage the use of time and other resources to complete projects.	TE	RE	RE	R	R	RE	R			RE	R	R	R	RE	R		13	
11. take responsibility for one's own actions, decisions, and consequences.	R	R	R	R	R	R	R			RE	R	R	TE	RE	TRE		13	
TOTAL # OF OUTCOMES SUPPORTED BY EACH COURSE	9	9	10	10	10	11	10	0		9	9	8	9	10	11	0		

PROGRAM COORDINATOR:

ACADEMIC CHAIR:

Date Completed:

Additional Comments:

ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE
APPLICATION FOR PROGRAM VALIDATION

This proposal will be sent to MTCU for Approval for Funding _____ Yes _____ No

1. College: Fanshawe College
2. College contact person responsible for this proposal: Name: Kathy Butler Title: Professor Telephone: 519 452-4289 Electronic mail: kbutler@fanshawec.ca
3. Proposed Program Title: Event Management
4. Proposed Credential: (please indicate below) Local Board Approved Certificate <input type="checkbox"/> Ontario College Certificate <input type="checkbox"/> Ontario College Diploma X Ontario College Advanced Diploma <input type="checkbox"/> Ontario College Graduate Certificate <input type="checkbox"/>
5. Proposed Program Outcomes: Please complete and attach the two Program Maps (Appendix A - Form 1 and Form 2)
6. Proposed Program Description: Please complete and attach the Program Description Form (Appendix B)
7. Proposed Program Curriculum: Please complete and attach the Program Curriculum Form (Appendix C)
8. Proposed Program Certification/Accreditation: Please complete and attach the Regulatory Status Form (Appendix D)
9. Date of Submission: May 1, 2014
10. Date of CVS Response:

11. Validation Decision:

Proposal Validated (APS Number: _____)

Proposal not Validated. Reason:

Signed on behalf of CVS:

Send the completed form and required appendices to: klassen@ocgas.org . For detailed information on how to complete the Application for Program Validation, please refer to the Application Instructions document. For any additional information contact: The Ontario College Quality Assurance Service, 20 Bay Street, Suite 1600, Toronto, ON M5J 2N8; or by telephone at (647) 258-7682.

ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE
APPENDIX A - PROGRAM MAPS
(Vocational Program Outcomes & Essential Employability Skills Outcomes)

Vocational Program Learning Outcomes:

Form 1 (attached) is provided to assist you in mapping your proposed program vocational learning outcomes against existing vocational outcomes found in either Provincial Program Standards or in Provincial Program Descriptions. When completing this form, please be sure to include the MTCU code (where applicable) for the program category being referenced.

Where there is a relevant Provincial Program Standard, the approved Vocational Learning Outcomes must appear in the first column, followed by your proposed program vocational learning outcomes.

Where there are no Provincial Program Standards, the first column will contain program outcomes from the Provincial Program Description. Again, your proposed program vocational learning outcomes will be added in the middle column.

NOTE: *Both these types of documents can be obtained from staff at the CVS or at the Colleges Unit, MTCU. Electronic copies of the Program Descriptions can be found at <http://caat.edu.gov.on.ca/HTMLpages/Programs> while electronic copies of the Provincial Program Standards can be found at <http://www.edu.gov.on.ca/eng/general/progstan/index>*

If there are no such programs in the province, this information will be provided in the left column. The proposed vocational program outcomes must be written in the middle column.

The last column will contain a list of the relevant curriculum proposed in your program to address the outcome in a manner that ensures the graduate will have reliably demonstrated the required skill or ability. Course numbers or course codes, corresponding to those provided in your list of courses (Appendix C), are sufficient in this column.

Essential Employability Skills Outcomes:

A mapping of the Essential Employability Skills (EES) will be done on Form 2 (attached).

The instructions / requirements for this map are the same as for the Vocational Program Map. The first three columns contain the approved skill categories, the defining skills, and the EES learning outcomes. The last column will contain the proposed curriculum (as listed in Appendix C) that will ensure the meeting of these outcomes.

**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE**

APPENDIX A - PROGRAM MAPS

Form 1 - Vocational Program Outcomes

PROVINCIAL PROGRAM STANDARD VOCATIONAL LEARNING OUTCOMES / PROVINCIAL PROGRAM DESCRIPTION OUTCOMES	PROPOSED PROGRAM VOCATIONAL LEARNING OUTCOMES	PROPOSED PROGRAM CURRICULUM (COURSE NAME & NUMBER) ADDRESSING THE OUTCOME (From Appendix C)
Plan a destination travel and tourism portfolio with an evaluative component using the current tourism and event industry computer software.	Plan an event portfolio with an evaluative component using the current tourism and event industry process and computer software	COMP-1332 Information Management HOSP XXXX Logistics HOSP XXXX Décor HOSP XXXX Proposal Bid Writing/Contracts HOSP XXXX Introduction to Event Planning HOSP XXXX Event Planning II HOSP XXXX Event Management Systems HOSP XXXX Project Management/Field Study
Apply contemporary business administration skills including accounting, finance and cost control techniques to the operation of events and destination tourism planning.	Apply contemporary business administration skills including accounting, finance and cost control techniques to the operation of events planning.	COMP-1332 Information Management BUSI 1068 Effective Meetings & Presentations FDMG XXXX Elements of Food Service HOSP XXXX Introduction to Event Management HOSP XXXX Field Research Study COMM 3041 Communication Studies ACCT XXXX Accounting for Event Management HOSP XXXX Logistics HOSP XXXXX Beverages, Wines & Spirits HOPS XXXX Event Planning II HOTL 3008 Finance HOSP Project Management/Field Study
Develop an assessment plan for a special event incorporating key performance indicators.	Develop an assessment plan for a special event incorporating key performance indicators.	MKTG 1059 – Marketing for Hospitality HOSP XXXX – Introduction to Event Management HOSP XXXX Logistics HOSP XXXX Strategic Communication & Crisis HOSP XXXX Event Planning II HOTL 3008 Finance HOSP XXXX Event Management HOSP XXXX Project Management/Field Study

Identify and plan for the distinctions between public and private sector roles and collaboration in the development of destination tourism and/or other special events.	Identify and plan for the distinctions between public and private sector roles and collaboration in the development of meetings/events.	TOUR 1005 – Tourism Industry Intro HOSP XXXX – Introduction to Management HOSP XXXX – Field Research Study HOSP XXXX – Proposal/Bid Writing & Contracts LAW XXXX – Risk Management/Law & Security HOSP XXXX – Green Events & Sustainability HOSP XXXX – Project Management/Field Study
Apply knowledge of food and beverage service to the planning of special events.	Apply knowledge of food and beverage service to the planning of special events.	FDMG XXXX – Elements of Food Service HOSP XXXX Introduction to Event Management HOSP XXXX – Field Research Study HOSP XXXX – Logistics HOSP XXXX – Vendor Relationship HOSP XXXX – Décor HOSP XXXX Proposal Bid/Writing/Contracts HOSP XXXX Event Planning II HOSP XXXX Multi Cultural Management HOSP XXXX Project Management/Field Study
Develop a special event business plan including relevant costs, expected revenue and economic impact.	Develop a special event business plan including relevant costs, expected revenue and economic impact	TOUR 1005 – Tourism Industry Intro FDMG 1039 – Dining for Professional Success FDMG XXXX – Elements of Food Service HOSP XXXX – Introduction to Event Management ACCT XXXX – Accounting for Event Management
Support the provision of healthy, safe, and well-maintained events and tourism environments and substantiate the risk, liability and security needs of participants.	Support the provision of healthy, safe, and well-maintained events and tourism environments and substantiate the risk, liability and security needs of participants.	FDMG XXXX – Elements of Food Service HOSP XXXX – Introduction to Event Management HOSP XXXX – Field Research Study HOSP XXXX – Logistics HOSP XXXX Event Planning II HOTL 3008 – Finance
Apply knowledge of the various tourism industry sectors and their necessary interactions, both with each other and with government and other regulating bodies, in the provision of tourism products and services.	Apply knowledge of the various tourism industry sectors and their necessary interactions, both with each other and with government and other regulating bodies, in the provision of tourism products and services.	TOUR 1005 – Tourism Industry Intro TOUR 1003 – Customer Sales & Service FDMG XXXX – Elements of Food Service HOSP XXXX – Introduction to Event Management
Apply human resources and leadership knowledge and skills, including managing the performance and development of staff and volunteers, to contribute to	Apply human resources and leadership knowledge and skills, including managing the performance and development of staff and	DEVL 1034 – Career Strategies HOSP XXXX – Field Research Studies HOSP XXXX – Logistics HOSP XXXX – Strategic Communications & Crisis

the management of a special event and/or destination tourism enterprise, and toward on-going personal and professional development.	volunteers, to contribute to the management of a special event and/or destination tourism enterprise, and toward on-going personal and professional development.	Management LAW XXXX – Risk Management/Law & Security HOSP XXXX Multicultural Management HOSP XXXX Green Events & Sustainability HOSP XXXX Project Management/Field Study
Contribute to marketing effectiveness to promote successful operation of events and tourism enterprises.	Contribute to marketing effectiveness to promote successful operation of events and tourism enterprises.	TOUR 1005 – Tourism Industry Intro TOUR 1003 – Customer Sales & Service MKTG 1059 – Marketing for Hospitality ACCT XXXX – Accounting for Events Management HOSP XXXX – Multicultural Management HOSP XXXX – Green Events & Sustainability HOSP XXXX – Project Management/Field Study
Create, plan and implement programs and activities that respond to identified needs and interests and maximize the delivery of personal, social, economic, and environmental benefits.	Create, plan and implement programs and activities that respond to identified needs and interests and maximize the delivery of personal, social, economic, and environmental benefits.	TOUR 1003 Customer Sales & Service MKTG 1059 – Marketing for Hospitality HOSP XXXX – Proposals/Bid Writing/Contracts HOSP XXXX Event Planning II HOSP XXXX Multicultural Management HOSP XXXX Green Events & Sustainability HOSP XXXX 5001 Hospitality Human Resources HOSP XXXX Project Management/Field Study

**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE**

APPENDIX A - PROGRAM MAPS

Form 2 - Essential Employability Skills Outcomes

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	PROPOSED CURRICULUM (COURSE NAME & NUMBER) ADDRESSING THE OUTCOMES (From Appendix C)
COMMUNICATION	Reading Writing Speaking Listening Presenting Visual Literacy	communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience	TOUR 1005 - Tourism Industry Introduction TOUR 1003 - Customer Sales & Service MKTG 1059 - Marketing for Hospitality FDMG 1032 - Dining for Professional Success DEVL 1032 - Career Strategies COMP 1332 - Information Management WRIT 1042 - Reason & Writing BUSI 1068 - Effective Meetings & Presentations HOSP XXXX - Field Research Study HOSP XXXX - Introduction to Event Management COMM 3041 - Communication ACCT XXXX - Accounting for Event Management HOSP XXXX - Logistics HOSP XXXX - Vendor Relationship HOSP XXXX - Décor HOSP XXXX - Proposals/Bid Writing & Contracts HOSP XXXX - Beverages, Wines & Spirits HOSP XXXX - Strategic Communication & Crisis Management HOSP XXXX - Event Planning II HOTL 3008 - Finance LAW XXXX - Risk Management/Law & Security HOSP XXXX - Multicultural Management HOSP XXXX - Green Events & Sustainability HOSP XXXX - Event Management Systems HOSP 5001 - Hospitality Human Resources HOSP XXX - Project Management/Field Study

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	PROPOSED CURRICULUM (COURSE NAME & NUMBER) ADDRESSING THE OUTCOMES (From Appendix C)
		respond to written, spoken, or visual messages in a manner that ensures effective communication	TOUR 1005 - Tourism Industry Introduction TOUR 1003 - Customer Sales & Service MKTG 1059 - Marketing for Hospitality FDMG 1032 - Dining for Professional Success DEVL 1032 - Career Strategies COMP 1332 - Information Management WRIT 1042 - Reason & Writing BUSI 1068 - Effective Meetings & Presentations FDMG XXXX – Elements of Food Service HOSP XXXX - Field Research Study HOSP XXXX - Introduction to Event Management COMM 3041 - Communication ACCT XXXX - Accounting for Event Management HOSP XXXX - Logistics HOSP XXXX - Vendor Relationship HOSP XXXX - Décor HOSP XXXX - Proposals/Bid Writing & Contracts HOSP XXXX - Beverages, Wines & Spirits HOSP XXXX - Strategic Communication & Crisis Management HOSP XXXX - Event Planning II HOTEL 3008 - Finance LAW XXXX - Risk Management/Law & Security HOSP XXXX - Multicultural Management HOSP XXXX - Green Events & Sustainability HOSP XXXX - Event Management Systems HOSP 5001 - Hospitality Human Resources HOSP XXX - Project Management/Field Study
NUMERACY	Understanding and applying mathematical concepts and	execute mathematical operations accurately	COMP 1332 – Information Management HOTEL 3008 - Finance FDMG XXXX – Elements of Food Service

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	PROPOSED CURRICULUM (COURSE NAME & NUMBER) ADDRESSING THE OUTCOMES (From Appendix C)
	reasoning Analysing and using numerical data Conceptualizing		ACCT XXXX – Accounting for Event Management HOSP XXXX - Logistics HOSP XXXX - Vendor Relationship HOSP XXXX - Décor HOSP XXXX - Proposals/Bid Writing & Contracts HOSP XXXX - Beverages, Wines & Spirits HOSP XXXX - Event Planning II HOTL 3008 - Finance LAW XXXX - Risk Management/Law & Security HOSP XXXX - Green Events & Sustainability HOSP XXXX - Event Management Systems HOSP 5001 - Hospitality Human Resources HOSP XXX - Project Management/Field Study
CRITICAL THINKING & PROBLEM SOLVING	Analysing Synthesizing Evaluating Decision-making Creative and innovative thinking	apply a systematic approach to solve problems	MKTG 1059 - Marketing for Hospitality FDMG 1032 - Dining for Professional Success DEVL 1032 - Career Strategies COMP 1332 - Information Management WRIT 1042 - Reason & Writing BUSI 1068 - Effective Meetings & Presentations FDMG – Elements of Food Service HOSP XXXX - Introduction to Event Management COMM 3041 - Communication ACCT XXXX - Accounting for Event Management HOSP XXXX - Logistics HOSP XXXX - Vendor Relationship HOSP XXXX - Décor HOSP XXXX - Proposals/Bid Writing & Contracts HOSP XXXX - Beverages, Wines & Spirits HOSP XXXX - Strategic Communication & Crisis Management HOSP XXXX - Event Planning II HOTL 3008 - Finance LAW XXXX - Risk Management/Law & Security

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	PROPOSED CURRICULUM (COURSE NAME & NUMBER) ADDRESSING THE OUTCOMES (From Appendix C)
			HOSP XXXX - Multicultural Management HOSP XXXX - Green Events & Sustainability HOSP XXXX - Event Management Systems HOSP 5001 - Hospitality Human Resources HOPS XXX - Project Management/Field Study
		use a variety of thinking skills to anticipate and solve problems	TOUR 1005 - Tourism Industry Introduction TOUR 1003 - Customer Sales & Service MKTG 1059 - Marketing for Hospitality FDMG 1032 - Dining for Professional Success DEVL 1032 - Career Strategies COMP 1332 - Information Management WRIT 1042 - Reason & Writing BUSI 1068 - Effective Meetings & Presentations FDMG XXXX – Elements of Food Service HOSP XXXX - Field Research Study HOSP XXXX - Introduction to Event Management COMM 3041 - Communication ACCT XXXX - Accounting for Event Management HOSP XXXX - Logistics HOSP XXXX - Vendor Relationship HOSP XXXX - Décor HOSP XXXX - Proposals/Bid Writing & Contracts HOSP XXXX - Beverages, Wines & Spirits HOSP XXXX - Strategic Communication & Crisis Management HOSP XXXX - Event Planning II HOTL 3008 - Finance LAW XXXX - Risk Management/Law & Security HOSP XXXX - Multicultural Management HOSP XXXX - Green Events & Sustainability HOSP XXXX - Event Management Systems HOSP 5001 - Hospitality Human Resources HOPS XXX - Project Management/Field Study

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	PROPOSED CURRICULUM (COURSE NAME & NUMBER) ADDRESSING THE OUTCOMES (From Appendix C)
INFORMATION MANAGEMENT	Gathering and managing information Selecting and using appropriate tools and technology for a task or a project Computer literacy Internet skills	locate, select, organize, and document information using appropriate technology and information systems	TOUR 1005 - Tourism Industry Introduction TOUR 1003 - Customer Sales & Service MKTG 1059 - Marketing for Hospitality FDMG 1032 - Dining for Professional Success DEVL 1032 - Career Strategies COMP 1332 - Information Management WRIT 1042 - Reason & Writing BUSI 1068 - Effective Meetings & Presentations HOSP XXXX - Field Research Study HOSP XXXX - Introduction to Event Management COMM 3041 - Communication ACCT XXXX - Accounting for Event Management HOSP XXXX - Logistics HOSP XXXX - Vendor Relationship HOSP XXXX - Décor HOSP XXXX - Proposals/Bid Writing & Contracts HOSP XXXX - Strategic Communication & Crisis Management HOSP XXXX - Event Planning II HOTL 3008 - Finance LAW XXXX - Risk Management/Law & Security HOSP XXXX - Green Events & Sustainability HOSP XXXX - Event Management Systems HOSP 5001 - Hospitality Human Resources HOPS XXX - Project Management/Field Study
		analyse, evaluate, and apply relevant information from a variety of sources	TOUR 1005 - Tourism Industry Introduction TOUR 1003 - Customer Sales & Service MKTG 1059 - Marketing for Hospitality FDMG 1032 - Dining for Professional Success DEVL 1032 - Career Strategies COMP 1332 - Information Management

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	PROPOSED CURRICULUM (COURSE NAME & NUMBER) ADDRESSING THE OUTCOMES (From Appendix C)
			WRIT 1042 - Reason & Writing BUSI 1068 - Effective Meetings & Presentations HOSP XXXX - Field Research Study HOSP XXXX - Introduction to Event Management COMM 3041 - Communication ACCT XXXX - Accounting for Event Management HOSP XXXX - Logistics HOSP XXXX - Vendor Relationship HOSP XXXX - Décor HOSP XXXX - Proposals/Bid Writing & Contracts HOSP XXXX - Beverages, Wines & Spirits HOSP XXXX - Strategic Communication & Crisis Management HOSP XXXX - Event Planning II HOTL 3008 - Finance LAW XXXX - Risk Management/Law & Security HOSP XXXX - Multicultural Management HOSP XXXX - Green Events & Sustainability HOSP XXXX - Event Management Systems HOSP 5001 - Hospitality Human Resources HOSP XXX - Project Management/Field Study
INTERPERSONAL	Team work Relationship management Conflict resolution Leadership Networking	show respect for the diverse opinions, values, belief systems, and contributions of others	TOUR 1005 - Tourism Industry Introduction TOUR 1003 - Customer Sales & Service MKTG 1059 - Marketing for Hospitality FDMG 1032 - Dining for Professional Success DEVL 1032 - Career Strategies COMP 1332 - Information Management WRIT 1042 - Reason & Writing BUSI 1068 - Effective Meetings & Presentations HOSP XXXX - Field Research Study HOSP XXXX - Introduction to Event Management COMM 3041 - Communication ACCT XXXX - Accounting for Event Management

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	PROPOSED CURRICULUM (COURSE NAME & NUMBER) ADDRESSING THE OUTCOMES (From Appendix C)
			HOSP XXXX - Logistics HOSP XXXX - Vendor Relationship HOSP XXXX - Décor HOSP XXXX - Proposals/Bid Writing & Contracts HOSP XXXX - Beverages, Wines & Spirits HOSP XXXX - Strategic Communication & Crisis Management HOSP XXXX - Event Planning II HOTL 3008 - Finance LAW XXXX - Risk Management/Law & Security HOSP XXXX - Multicultural Management HOSP XXXX - Green Events & Sustainability HOSP XXXX - Event Management Systems HOSP 5001 - Hospitality Human Resources HOSP XXX - Project Management/Field Study
		interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals	TOUR 1005 - Tourism Industry Introduction TOUR 1003 - Customer Sales & Service MKTG 1059 - Marketing for Hospitality FDMG 1032 - Dining for Professional Success DEVL 1032 - Career Strategies COMP 1332 - Information Management WRIT 1042 - Reason & Writing BUSI 1068 - Effective Meetings & Presentations HOSP XXXX - Field Research Study HOSP XXXX - Introduction to Event Management COMM 3041 - Communication ACCT XXXX - Accounting for Event Management HOSP XXXX - Logistics HOSP XXXX - Vendor Relationship HOSP XXXX - Décor HOSP XXXX - Proposals/Bid Writing & Contracts HOSP XXXX - Beverages, Wines & Spirits HOSP XXXX - Strategic Communication & Crisis Management

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	PROPOSED CURRICULUM (COURSE NAME & NUMBER) ADDRESSING THE OUTCOMES (From Appendix C)
			HOSP XXXX - Event Planning II HOTL 3008 - Finance LAW XXXX - Risk Management/Law & Security HOSP XXXX - Multicultural Management HOSP XXXX - Green Events & Sustainability HOSP XXXX - Event Management Systems HOSP 5001 - Hospitality Human Resources HOSP XXX - Project Management/Field Study
PERSONAL	Managing self Managing change and being flexible and adaptable Engaging in reflective practices Demonstrating personal responsibility	manage the use of time and other resources to complete projects	TOUR 1005 - Tourism Industry Introduction TOUR 1003 - Customer Sales & Service MKTG 1059 - Marketing for Hospitality FDMG 1032 - Dining for Professional Success DEVL 1032 - Career Strategies COMP 1332 - Information Management WRIT 1042 - Reason & Writing BUSI 1068 - Effective Meetings & Presentations HOSP XXXX - Field Research Study HOSP XXXX - Introduction to Event Management COMM 3041 - Communication ACCT XXXX - Accounting for Event Management HOSP XXXX - Logistics HOSP XXXX - Vendor Relationship HOSP XXXX - Décor HOSP XXXX - Proposals/Bid Writing & Contracts HOSP XXXX - Beverages, Wines & Spirits HOSP XXXX - Strategic Communication & Crisis Management HOSP XXXX - Event Planning II HOTL 3008 - Finance LAW XXXX - Risk Management/Law & Security HOSP XXXX - Multicultural Management HOSP XXXX - Green Events & Sustainability HOSP XXXX - Event Management Systems HOSP 5001 - Hospitality Human Resources

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	PROPOSED CURRICULUM (COURSE NAME & NUMBER) ADDRESSING THE OUTCOMES (From Appendix C)
			HOSP XXX - Project Management/Field Study
		take responsibility for one's own actions, decisions, and consequences	DEVL 1034 – Career Strategies FDMG 1039 - Dining for Professional Success HOSP XXX – Beverages, Wine & Spirits HOSP XXXX – Field Research HOSP XXXX – Project Management Filed Study

**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE**

APPENDIX B - PROGRAM DESCRIPTION

PROGRAM DESCRIPTION: (including occupational areas where it is anticipated graduates will find employment)

The Event Management Program is a 2 year diploma. This program is designed to attract individuals interested in a professional career in Event Management. The EMP will deliver a comprehensive program designed to deliver an in-depth experience designed by industry professionals. The outcomes are in the details, allowing each student to be exposed to the vast types of events, from social events, corporate meetings, conventions to large sporting events. Students will develop business skills, critical thinking, and planning and assessment skills. This program will deliver current trends and technologies in the event industry, including software applications, food, environmental and business trends.

Fanshawe College is geographically positioned to expose students to the extensive Event Management industry, as London is home to a state of the art Convention Center, The Western Fair District, Hotels, Budweiser Gardens and the many sports events that are hosted annually. Students will visit these venues and network with industry professionals.

The Canadian meetings industry contributes more than \$32.3 billion per year in direct spending to Canada's economy (MPI). With more than 600,000 meetings each year (MPI), there are various employment opportunities in the event industry including: hotels, convention centres, private clubs, corporations, catering companies, destination management companies (DMC's), marketing firms, meeting planning companies, events, festivals, tourism bureaus, and suppliers.

VOCATIONAL PROGRAM LEARNING OUTCOMES: (vocational program learning outcomes must be consistent with the requirements of the Credentials Framework for the proposed credential)

The graduate has reliably demonstrated the ability to:

1. Plan an event portfolio with an evaluative component using the current tourism and event industry process and computer software
2. Apply contemporary business administration skills including accounting, finance and cost control techniques to the operation of events and destination tourism planning
3. Develop an assessment plan for a special event incorporating key performance indicators.
4. Identify and plan for the distinctions between public and private sector roles and collaboration in the development of destination tourism and/or other special events.
5. Apply knowledge of food and beverage service to the planning of special events.
6. Develop a special event business plan including relevant costs, expected revenue and economic impact
7. Support the provision of healthy, safe, and well-maintained events and tourism environments and substantiate the risk, liability and security needs of participants.
8. Apply knowledge of the various tourism industry sectors and their necessary interactions, both with each other and with government and other regulating bodies, in

the provision of tourism products and services.

9. Apply human resources and leadership knowledge and skills, including managing the performance and development of staff and volunteers, to contribute to the management of a special event and/or destination tourism enterprise, and toward on-going personal and professional development.
10. Contribute to marketing effectiveness to promote successful operation of events and tourism enterprises.
11. Create, plan and implement programs and activities that respond to identified needs and interests and maximize the delivery of personal, social, economic, and environmental benefits.

ADMISSION REQUIREMENTS:

OSSD with courses from the College (C), University (U), University/College (M), or Open (O) stream WITH:

- Any Grade 12 English (C) or (U)

- Mathematics* ONE OF:

- Any Grade 12 Mathematics (C) or (U)

- Any Grade 11 Mathematics (C), (U), or (M)

(Note: a minimum final grade of 60 required for any Grade 11 Mathematics course)

OR

Academic and Career Entrance Certificate (ACE)

OR

Ontario High School Equivalency Certificate (GED) AND:

- Mathematics* ONE OF:

- Any Grade 12 Mathematics (C) or (U)

- Any Grade 11 Mathematics (C), (U), or (M)

(Note: a minimum final grade of 60 required for any Grade 11 Mathematics course)

OR

Mature Applicant with standing in the required courses and grade stated above

Note:

- *Applicants who lack the required Mathematics may still gain eligibility for admission by completing appropriate prior upgrading.

English Language Requirements

Applicants whose first language is not English will be required to demonstrate proficiency in English by one of the following methods:

- A Grade 12 College Stream or University Stream English credit from an Ontario Secondary School, or equivalent, depending on the program's Admission Requirements
- Test of English as a Foreign Language (TOEFL) test with a minimum score of 550 for the paper-based test (PBT), 213 for the computer-based test (CBT), and 79 for the Internet-based test (iBT), with test results within the last two years

- International English Language Testing System (IELTS) test with an overall score of 6.0 with no score less than 5.5 in any of the four bands, with test results within the last two years
- Canadian Academic English Language (CAEL) test with an overall score of 60 with no score less than 50 in any of the four bands, with test results within the last two years
- An English Language Evaluation (ELE) at Fanshawe College with a minimum score of 70% in all sections of the test, with test results within the last two years.

**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE**

APPENDIX C - PROGRAM CURRICULUM

Semester	Course Code*	Course Title (and brief course description)
1	TOUR 1005	Tourism Industry-Introduction. The hospitality industry is without a doubt one of the strongest, fastest growing industries today. This course is an introduction to that industry and how Tourism affects us all. The students will gain an appreciation for where our industry has come from and what the future has in store. They will also recognize the numerous career opportunities available to them in such areas as Fast Food, Hotels, Luxury Cruise Lines, Resorts, Institutions, Casinos and many more.
1	TOUR 1003	Customer Sales & Service- The growth of the travel field has created a very competitive industry in which strong selling skills are vital, and heightened consumer awareness has created a need for consistently superior service. This course provides the student with the techniques needed to assure satisfied customers.
1	MKTG 1059	Marketing for Tourism & Hospitality The purpose of this course is to provide tourism, hospitality and club management students with an understanding of the basic concepts and processes of marketing. This developmental procedure will involve customer identification and analysis, product analysis, market research and analysis, and promotional development and analysis, with the end result equating to positive sales growth and ultimately profit.
1	FDMG 1039	Dining for Professional Success - Enjoy the tastes, sounds and aromas as you dine each week. This exploration of culture and customs in various national dining practices is designed to create an awareness of and develop sensitivity to different cultural behaviors and customs, especially for students traveling outside their own country or who will be dealing with people of other countries or cultures. Students will explore the influence of culture, religion, geography and history on dining practices around the world.
1	DEVL 1034	Career Strategies - This course will define the necessary tools and skills to implement a successful career strategy and plan, from self-evaluation to the procurement of suitable employment. Students will be introduced to the many diversities of the Tourism Sector with special emphasis on marketing oneself into an appropriate career. Students will explore their aptitudes and strengths and learn how transferable skills lead to success in their chosen profession. This course will augment the work placement process.
1	COMP 1332	Information Management - This course provides an introduction to computer applications in relation to general business practices. Topics include an overview of information technology using computers and printers, file management, and utilizing the Internet for research. Specific applications include Microsoft OneNote, Word, Excel and PowerPoint. The contents of lessons and projects simulate situations encountered in general business processes.
1	WRIT 1042	Reason & Writing 1 - This course will introduce tourism and hospitality students to essential principles of reading, writing, and reasoning at the postsecondary level. Students will identify, summarize, analyze, and evaluate multiple short readings and write persuasive response essays to develop their vocabulary, comprehension, grammar, and critical thinking. This course will also introduce students to selected issues and terms in tourism and hospitality.
1	GEN ED	General Education
2	BUSI 1068	Effective Meetings & Presentations Students will gain confidence in the

		use of their presentation skills in individual and group settings. Students will develop competence in the use of PowerPoint for presentations as well as knowledge for professional protocol in business meetings.
2	FDMG XXXX	Elements of Food Service Food service is a vital element of any event. The student will be able to work with the effects of onsite or off site catering, seasonal availability and dietary and religious restrictions. Students will look at the influences of ethnic menus and regional North American cooking.
2	HOSP XXXX	Introduction to Event Management An introductory course on the basic of event management including small meetings and social functions. Students will gain an overview of the event industry, associations and designations. Students will discuss various types of events, and the approach to planning a successful event and core competencies of event planners.
2	HOSP XXXX	Field Research Study - The concepts of meeting/conference venues will be examined. Students will attend in-depth site visits to various local facilities including, hotels, convention centers, and sporting/concert venues. Students will attend in-depth site visits to significant local venues and apply to case/customer/event profiles.
2	COMM 3041	Communication - This course develops students' professional communication skills (both oral and written) for the hospitality and tourism industry. Students produce a variety of documents appropriate for their workplaces, including e-mails, letters and reports. Tone, format, organization, and word choice are critical factors in these documents. Students incorporate research, critical thinking, and summarizing, documenting, and oral presentations. They also address various communication challenges in a diverse workplace. A computer lab is used for writing assignments in a simulated work environment.
2	ACCT XXXX	Accounting for Event Management – An introduction to accounting, utilizing an accounting software program. Students will learn to manage sales, accounts payable, accounts receivable, payroll, and monthly account reconciliation. The student will apply their accounting and software skills using a real-world scenario to maintain a complete accounting of a given company's financial activity.
2	GEN ED	General Education
3	HOSP XXXX	Logistics - A successful event requires detailed planning involving logistics/ Students will continue to develop their event planning skills focusing on the logistics element of event management such as: site selection, audio visual, food and beverage, staffing, transportation and security.
3	HOSP XXXX	Vendor Relationship Management In Event Management vendor relationships are a critical element to executing a successful event. Event Managers assume the responsibility for managing the vendor relationship. Participants will have the opportunity to examine best practices, performance evaluation, and communication techniques when selecting and working with a third party vendor.
3	HOSP XXXX	Décor - Creating the right ambience can make or break an event. Students will explore the use of china, glass, silver, linens, chair covers, draping, lighting, floral arrangements and techniques to compliment the event. Students will assess the event goals and create a design that matches the client requirements.
3	HOSP XXXX	Proposal/Bid Writing & Contracts Responding to industry expectations the event manager is responsible for bidding on new business and proposing their services to potential clients and partners. This course will introduce the student to the methods and principles utilized to create a professional proposal and bid. Students will compose well researched professional business proposals/bids and contracts.
3	HOSP XXXX	Beverages, Wines & Spirits - Clients look to Event Planners for

		recommendations for the vast choice of beer, liqueurs, wines and mocktails. Students will assess the client's requirements and practice beverage recommendations for a variety of functions. The student will be provided with the opportunity to determine staffing levels, quantity of beverages required, and costing of beverage service.
3	HOSP XXXX	Strategic Communication & Crisis Management - Students will be prepared for professional practices in real-world situations in business, public relations and the media. The course is based on investigating present-day workplace standards of behaviour in the corporate, political and non-profit sectors. Students will be required to discuss and present research findings in class.
3	HOSP XXXX	Event Planning II - An advanced course of professional event management such as conventions, festivals, weddings and major sporting events. Students will explore the key elements of event planning including needs assessment, design, execution and evaluation. Students will be given the opportunity to practice collaboration skills, and perform tasks relating to the event management planning process.
3	GEN ED	General Education
4	HOTL 3008	Finance - This course will acquaint the student with the use of Windows Excel to prepare financial electronic worksheets for decision making, cost control, sales analysis and budget development. The spreadsheets developed in this course can be used as part of the Hospitality Management Project.
4	LAW XXXX	Risk Management/Law & Security The course introduces the student to the Canadian legal system and specific regulations including that impact the Event Management. Emphasis will be in the areas of contracts, law, insurance, and permits and risk management practices.
4	HOSP XXXX	Multicultural Management - Explore cultures/customs, ceremonies, traditions, dietary requirements, communication skills for managing in a multi-cultural environment. Students will explore opportunities and discuss ethical dilemmas relating to different practices, traditions and cultural adherences.
4	HOSP XXXX	Green Events & Sustainability - Today's event management professional endeavors to give back to their communities through green and sustainable initiatives. After a review of the event management process students will be introduced to green strategies and sustainable practices. Students will be given the opportunity to plan an environmentally friendly event.
4	HOSP XXXX	Event Management Systems -The organization of any event is essential in selling, tracking details and billing for an event. There are many systems available that can assist in managing this data. Students will be exposed and operate a variety of systems including a Sales/Catering system that will manage contacts, contracts, Event Orders, billing, and floor plans.
4	HOSP 5001	Hospitality Human Resources Management - The emphasis of this course is to explore the intricacies of the Human Resources Department of a hospitality enterprise, in particular the various acts and legislation governing employers and employees in the province of Ontario. Students will also have an opportunity to explore their own personal management style. Through problem based learning and real life case studies you will explore the avenues to take when handling the numerous demands placed upon supervisors and managers and learn methods of achieving results through responsible supervision and management. We will focus on the importance of employee engagement this course and how positive, progressive management techniques can ensure success at every level of the organization
4	HOSP XXXX	Project Management/Field Study - This course involves a "familiarization trip" of an international event location. Students will explore and create a detailed proposal of an event based upon the customer requirements and familiarization trip. Students will have an opportunity to apply, develop and demonstrate event research, needs assessment, site selection, pricing, and accommodations, for an assigned event. Students are required to submit a final project outlining specific components of a detailed event plan that integrates their knowledge of event

		planning and execution.
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APPENDIX D

Context for Information Collection

The role of regulatory colleges and voluntary membership associations in controlling employment in an occupation, trade or profession, conferring professional designations or in developing standards of practice is not always clear-cut. It is important for students that information about programs of instruction accurately describes entry-to-practice requirements in a field of study.

Regulated Professions and Trades

For some professions and trades, there is legislation requiring workers in the profession or trade to be licensed or certified by a regulatory body in order to practice the profession or trade in Ontario. The authority of these regulatory bodies comes from an Ontario statute e.g. *Professional Engineers Act*. Government generally limits the granting of legislative regulatory authority to private bodies in occupations and professions where it has identified that there is a public interest in having oversight over the standards of the profession or trade.

Some regulatory authorities have a legislated right to determine educational level and to accredit programs of study and will restrict certification or licensing to graduates of these programs.

The purpose of accredited status is to maintain the quality of programs, to promote continuing improvement of instruction and to ensure that students receive an education consistent with standards for entry into practice or advanced practice in their respective field or discipline.

Regulatory Authority without Accreditation

Most regulatory authorities do not have legislative authority to accredit or approve educational programs but they do determine requirements to practise as a member of the profession and control use of the professional designation. They may also develop standards of practice and competence.

The organization will identify the criteria for registration/membership which may include a requirement for the successful completion of certain identified educational programs. The list of programs might be those offered by named institutions or programs accredited by other third party accrediting bodies, for example the College of Occupational Therapists of Ontario recognizes programs accredited by the Canadian Association of Occupational Therapists.

All decisions regarding students' eligibility for licensing or certification, in a regulated profession or trade, fall within the jurisdiction of the certification or registration authority.

Voluntary Associations

In the majority of occupations, professions and trades there is no statutory body regulating entry-to-practice requirements but voluntary membership associations may determine rules for their own members. Voluntary certification is used by these member associations to represent an individual's professional competence and affirms a knowledge and experience base for practitioners in a particular field. One or more private association may represent a profession

and they generally function as advocates for their members and may also develop voluntary standards of practice.

A voluntary professional association /organization has no legislative authority to require that a student complete an accredited or recognized program as a condition of employment. Voluntary membership associations may, however, accredit or recognize programs that are required for membership in their organization, e.g. CIPS (Canadian Information Professional Association).

Some voluntary associations do not recognize or accredit specific educational programs and membership may be determined by examination, proof of employment, character reference, etc. for example the Canadian International Freight Forwarders Association.

APPENDIX D - Regulatory Status Form

MANDATORY REGULATORY REQUIREMENTS

Where licensing or certification is **required by legislation** for entry to practice in the profession or trade, the Ministry of Training, Colleges and Universities requires that colleges ensure that their programs will meet the requirements of the regulatory body in order to be approved for funding.

- There is a legislative requirement that program graduates must be certified or licensed by a regulatory authority to practice or work in the occupation.

Name of regulatory authority _____

- (A) The program has been accredited or approved by the regulatory authority or its identified third party.

OR

- (B) The college is working toward accreditation with the regulatory authority.

Status of application and expected date of achievement _____

- (C) If the regulatory authority does not accredit educational programs directly or by an identified third party, it has formally acknowledged (e.g. in its published or legislated registration requirements) that the program graduates will be eligible to write any required certifying or registration exam or that the program is otherwise recognized for the purposes of certifying or registering a graduate.

★ Please submit an acknowledgement and/or evidence from the regulatory authority to support (a) or (b) or (c) above.

VOLUNTARY REQUIREMENTS

Colleges may choose to have a program accredited or recognized by a voluntary membership organization or association. Graduate eligibility for association recognition or adherence to standards imposed by the body is **not a requirement** for program funding approval by the Ministry of Training, Colleges and Universities.

Recognition of the program by a voluntary professional body:

- Is being sought: Name of professional body: _____

- The college is working toward recognition.
Status of application and expected date of achievement _____

- Recognition has been received.
Type of recognition e.g. accreditation, graduates eligible to write membership exams, etc. _____

★ Please submit an acknowledgement and/or evidence from the voluntary association that recognition has been received.

- Recognition is not being sought (please note there may be titling implications for programs that are not compliant in an area where other existing programs are).

APPENDIX E

Program Delivery Information (PDI) Form to Calculate Program Funding Parameters Total Hours Required per Student

College: Fanshawe College	Program title: Event Management Program
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Indicate the number of hours that a student is required to spend in each instructional setting in each semester or level of this program. All hours in all instructional settings are to be noted.

Instructional Settings*	Semester/Level									Total
	1	2	3	4	5	6	7	8	9	
Classroom instruction ⁱ	240	225	270	150						885
Laboratory/workshop/fieldwork ⁱⁱ	90	75		120						285
Independent (self-paced) learning ⁱⁱⁱ			30	30						60
One-on-one instruction ^{iv}										
Clinical placement ^v										
Field placement/work placement ^{vi} ** <input type="checkbox"/> Mandatory X <input type="checkbox"/> Optional										
Co-op work placement ^{vii} ** <input type="checkbox"/> Mandatory <input type="checkbox"/> Optional										
Small group tutorial ^{viii}										
Other (specify)										
TOTAL	330	300	300	300						1230

***Definitions for each instructional setting can be found on pages 5 – 7 or in electronic version place mouse over end note reference beside each setting.**

**** All hours in all instructional settings are to be noted including optional field or co-op placements.**

ⁱ **Classroom instruction:** instruction that may be provided in a setting in which individuals do not require access to equipment, except as listed below:

- Situations in which microcomputer labs are used for instruction in standard word processing, spreadsheet, and database software packages
- “Traditional” classrooms and lecture halls
- “Virtual” classrooms used in on-line learning
- Situations in which laboratories and workshops may be used for convenience

ⁱⁱ **Laboratories/workshops/fieldwork:** scheduled hours of activities intended to give students hands-on experience; this instructional setting is characterized by:

- Activities in which students are provided with instruction and are directly supervised by college staff.
- Settings either inside college facilities (e.g., laboratories, workshops) or outside college facilities (e.g., fieldwork) in which individual students are required to use instructional equipment and/or supplies. These settings do not include situations in which microcomputer labs are used for instruction of standard word processing, spreadsheet, and database software packages or situations in which laboratories and workshops are used for convenience.

ⁱⁱⁱ **Independent (self-paced) learning:** student directed learning in which contact with college staff is limited to situations in which advice or solutions to specific problems is sought.

^{iv} **One-on-one instruction:** those exceptional situations in which college academic staff can provide instruction to only one student at a time.

^v **Clinical placement:** scheduled hours of activities intended to give students hands-on experience in a hospital or health care setting; this instructional setting is characterized by:

- Activities that are an integral component of the curriculum of the program and necessary for the successful completion of the program.
- Activities in which students are continually supervised directly by college staff or individuals working on behalf of the college.

^{vi} **Field placement/work placement:** scheduled hours of activities intended to give students hands-on experience in the workplace and for which the students do not receive a regular salary or wage from the employer; this instructional setting is characterized by:

- Activities that are an integral component of the curriculum of the program and are necessary for the completion of the program.
- Activities in which college staff do not directly supervise students and for which college staff undertake one or more of the following activities:
 - Make periodic site visits

-
- Ensure that assignments given to students and the work being done by students are suitable for the program
 - Monitor the students' progress in the field placement activity
 - Help address problems encountered by students in the field or work placement activity
 - Evaluate students' performance in the field or work placement activity

^{vii} **Co-operative education work placement:** scheduled hours of activities intended to give students hands-on experience in the workplace and for which students receive a regular salary or wage from the employer; this instructional setting is characterized by:

- A period of time that is normally one-half of and not less than one-third of the time spent in academic study. The work placement does not replace the academic component of the program.
- Activities that are not an integral component of the curriculum of the program and are an enhancement to the program.
- Activities in which college staff do not directly supervise students and for which college staff undertake one or more of the following activities:
 - Evaluate the work placement site
 - Make periodic site visits
 - Ensure that assignments given to students and the work being done by the students are suitable for the program

^{viii} **Small group tutorial:** instruction that, for androgogical reasons, must be provided to groups of fewer than 10 students and that may be provided in a setting in which individual students do not require access to equipment except as indicated below:

- Situations in which microcomputer labs are used for the instruction of standard word processing, spreadsheet, and database software packages
- Situations in which laboratories and workshops are used for convenience

APPENDIX F - Program of Instruction

Prog # **Program Name: Event Management**
Plan # **Plan Name:**

FOR STUDENTS ADMITTED IN 2014-15 (Reg. Term)

LEVEL 1		2014F			Material Fee
Crs. No.	Course Name	Credits	Elective	Hours	
TOUR 1005	Tourism Industry Introduction	2		2	
TOUR 1003	Customer Sales & Service	3		3	
MKTG 1059	Marketing for Tourism & Hospitality	3		3	
FDMG 1039	Dining for Professional Success	3		3	?
DEVL 1034	Career Strategies	2		3	
COMP 1332	Information Management	3		3	
WRIT 1042	Reason & Writing 1	3		3	
GEN ED	General Ed	3	X	3	
Total Credits:		22			

LEVEL 2		2015W			Material Fee
Crs. No.	Course Name	Credits	Elective	Hours	
BUSI 1068	Effective Meeting & Presentations	3		3	
FDMG XXXX	Elements of Food Service	3		2	
HOSP XXXX	Introduction to Event Planning I	3		3	
HOSP XXXX	Field Research Study	3		3	
COMM 3041	Communication	3		3	
ACCT XXXX	Principles for Accounting for Event Management	3		3	
GEN ED	General Ed	3	X	3	
Total Credits:		21			

LEVEL 3		2015F			Material Fee
Crs. No.	Course Name	Credits	Elective	Hours	
HOSP XXXX	Logistics	3		3	
HOSP XXXX	Vendor Relationship Management	2		2	
HOSP XXXX	Décor	2		2	?
HOSP XXXX	Proposal/Bid Writing & Contracts	2		2	
HOSP XXXX	Beverages, Wines & Spirits	2		2	?
HOSP XXXX	Strategic Communications & Crisis Management	2		2	
HOSP XXXX	Event Planning II	4		4	
GEN ED XXXX	General Ed	3		3	
Total Credits:		20			

Prog # Program Name: Event Management
 Plan # Plan Name:

FOR STUDENTS ADMITTED IN 2014-15 (Reg. Term)

LEVEL 4		2016W			
Crs. No.	Course Name	Credits	Elective	Hours	Material Fee
HOTL 3008	Finance	4		4	
LAW XXXX	Risk Management/Law & Security	2		2	
HOSP XXXX	Multicultural Management	2		2	
HOSP XXXX	Green Events & Sustainability	2		2	
HOSP XXXX	Event Management Systems	3		3	
HOSP 5001	Hospitality Human Resources	3		3	
HOSP XXXX	Project Management/Field Study	4		4	
Total Credits:		20			

LEVEL 5		2016F			
Crs. No.	Course Name	Credits	Elective	Hours	Material Fee
Total Credits:		0			

LEVEL 6		2017W			
Crs. No.	Course Name	Credits	Elective	Hours	Material Fee
Total Credits:		0			



CONSULTATION REPORT FOR NEW PROGRAMS & MAJOR PROGRAM REVISIONS

Revised: April 8, 2013

Title of Proposed Program:	Event Management
Submitted By:	Kathy Butler, David Belford
MTCU code:	

The Academic Program Planning Sub-committee (APPS) has approved the new program idea. The following consultations are required before the full business plan is submitted to APPS (Stage Gate 2).

1. Area: Academic Division - Academic Studies	Business Plan: 3.02	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

2. Area: Academic Division - General Studies	Business Plan: 3.02	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

3. Area: Academic Division - Other Affected Division(s)	Business Plan: 3.02	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

4. Area: Centre for Academic Excellence	Business Plan: 6.04	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

5. Area: Centre for Research and Innovation	Business Plan: 6.04	Not Affected <input type="checkbox"/>
Date of Meeting: April 3, 2014	Participants: Dan Douglas	
Results of Discussion: I support the research statements. One thing I would suggest is perhaps removing the word 'applied' as there may be opportunities for funding of non-applied research activities as well.		
Cheers, Dan		
Issue(s) Unresolved:		

6. Area: Continuing Education	Business Plan: 6.04	Not Affected <input type="checkbox"/>
Date of Meeting: April 9, 2014	Participants: Bruce Smith	
Results of Discussion: Hi David – Continuing Education has no concerns with the Event Management proposal. Please note that Continuing Education does offer a Local Certificate program titled Event Management. The program is offered in blended and on-line formats and has active registrants. The program is currently undergoing a program review in conjunction with CAE. There are no concerns with the proposal from a contract training perspective.		
Kindest regards, Bruce		
Hello David: I believe Bruce sent you feedback related to the Event Management Certificate program that we currently offer. We would welcome the opportunity to build the pathway between this certificate (offered in blended and online formats) and the proposed diploma program, to ensure that credits are transferable and curriculum development doesn't unnecessarily duplicate the courses already available through Continuing Education.		
We have no concerns from the perspective of the Regional Campuses; simply reiterating that any offering of the certificate courses locally would be recognized for advanced standing into the diploma program as for any CE student who has completed the certificate courses.		
Regards, Susan		
Susan Cluett, B.Sc., M.Eng.		
Issue(s) Unresolved:		

7. Area: Regional Campuses		Business Plan: 6.04	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:		
Results of Discussion:			
Issue(s) Unresolved:			

8. Area: Co-operative Education (Co-op)		Business Plan: 6.04	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants: Darlene O'Neill and Co-op Consultants		
<p>Results of Discussion: If extensive on the job training is required then coop would seem to be not only a natural fit, but an enhanced learning experience for students complimenting a capstone project. Additionally, this current summer we have a Hotel Management student doing her Co-op work term as an event planner with London Health Sciences.</p> <p>A direct quote from the Co-op Consultant <i>"I don't have labour market data to support specific numbers, but I have had conversations with employers from organizations that would likely have opportunities for students in this field: Golf courses, hotels, specialty operations catering to weddings (ie. Belamere, Windermere etc.), and various larger corporations , educational institutions etc. that host many events and/ or international guests and who might be looking for individuals to attend to the details. I can also see potential opportunity with organizations such as Bud Gardens, not to mention some in-house opportunities such as Career Fair, the various Gala's hosted by Fanshawe's hospitality department, and within Residence during the summer months when residence is converted to a "hotel" and conference type facility. I believe similar opportunities might be available at Western University not to mention all of the other colleges and universities that convert their residences in the summer? "</i></p> <p>Career Consultant adds: I think it would be very appropriate to offer an Event Management program at Fanshawe. My initial reaction in reading the proposal was that it should be more business focused rather than on tourism and hospitality. The majority of jobs that we have posted which included an event component haven't been in the hospitality industry but related more to marketing/promotions and public relations or non for profit agencies for fund raising purposes. Interesting that this would be proposed by T&H and not by LKSB.</p> <p>Have a great weekend!! Darlene O'Neill</p>			
Issue(s) Unresolved:			

9. Area: Facilities Management (Space Requirements)		Business Plan: 6.01	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:		
Results of Discussion:			

Issue(s) Unresolved:

10. Area: Timetabling and Scheduling (Timetabling and Scheduling)	Business Plan: 6.01	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

11. Area: Financial Services (Budget Projections)	Business Plan: 6.07	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

12. Area: Human Resources (Staffing Plan)	Business Plan: 6.03	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

13. Area: Information Services (Technology Requirements)	Business Plan: 6.01	Not Affected <input type="checkbox"/>
Date of Meeting: April 8, 2014	Participants: Peter Gilbert	
Results of Discussion: From an ITS perspective looks fine. Would like an opportunity for our ATSS team (Brody Lavoie) to review the software requirements for the Event Management and Floor Plan software to ensure there are no other software or hardware dependencies that may create additional cost or challenge.		
Issue(s) Unresolved:		

14. Area: International Centre	Business Plan: 6.04	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	

Results of Discussion:
Issue(s) Unresolved:

15. Area: Library (Learning Resources)	Business Plan: 6.02	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

16. Area: Reputation and Brand Management	Business Plan: 6.05	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

17. Area: Registrar's Office (Admission Requirements)	Business Plan: 3.01	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	

Results of Discussion:

Hi David,

Thanks for the email. I had a question about the Admission Requirements. On page 3, the Admission Requirements use the “Standard Wording for Graduate Certificate Programs”, but the Certificate to be awarded on page 1 says “Ontario College Diploma”. Can you clarify?

Thanks,

Scott Walker

Hi Scott

Sorry- you are right. The original proposal idea was for a graduate certificate. We changed that model recently to a diploma but I forget to edit the wording. The admission requirements for this proposed diploma program should be the same as for Hospitality Management- Hotel.

David Belford

Dean

Hi David,

Thanks for the clarification. That should be fine.

Cheers,

Scott Walker

Issue(s) Unresolved:

18. Area: Registrar's Office (Enrolment Projections)	Business Plan: 6.06	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

19. Area: Registrar's Office (Tuition Fees)	Business Plan: 6.08	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

20. Area: Reputation and Brand Management / Recruitment (Student Demand)	Business Plan: 5.01	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:	
Results of Discussion:		
Issue(s) Unresolved:		

21. Student Success	Business Plan: 6.04	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants: Heather Cummings	
Results of Discussion: This looks fine to me. It's a small cohort and should be manageable with the current SSA however I'd recommend looking at the total number of new cohorts to see if there's an aggregate negative impact. I appreciate the inclusion and commitment to the CCR in the summary. That's great.		
Issue(s) Unresolved:		

21. Area: Counseling and Accessibility Services	Business Plan: 6.04	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants: Lois Wey	
Results of Discussion: I have no concerns, David. Good luck! Lois Wey, MSW, RSW Senior Manager		

Issue(s) Unresolved:

22. Area: Contract Training Services		Business Plan: 5.02	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:		
Results of Discussion:			
Issue(s) Unresolved:			
23. Area: Other Consultation, as required		Business Plan:	Not Affected <input type="checkbox"/>
Date of Meeting:	Participants:		
Results of Discussion:			
Issue(s) Unresolved:			

24. Dean's Comments

I verify that the above consultations have occurred and that all issues have been resolved, with the exception of those noted above.

_____ Date: _____
(Signature)