

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Documentation (Approvals etc...)

Special Events Planning

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2020

### SEP2 Curriculum Modification for 2021-22

Fanshawe College





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# CURRICULUM MODIFICATION REQUEST FORM

## COURSE OR PROGRAM CURRICULUM "RATIONALE FOR CHANGE"

### Program Requiring Changes

Program Title: Special Events Planning		
Program Number: SEP2	Date Submitted: 12/1/2020	
Dean responsible for program: Tracy Gedies	Associate Dean: Michelle Giroux	
Credential Provided: <input type="checkbox"/> Declaration of Academic Achievement <input type="checkbox"/> Local Certificate <input type="checkbox"/> Ontario College Certificate <input checked="" type="checkbox"/> Diploma <input type="checkbox"/> Advanced Diploma <input type="checkbox"/> Grad Certificate <input type="checkbox"/> Degree <input type="checkbox"/> Apprenticeship		
Program Intakes: <input checked="" type="checkbox"/> F <input checked="" type="checkbox"/> W <input type="checkbox"/> S   Other:	Catalogue Year(s) Impacted: 2021/22	
Residency Requirement: <input checked="" type="checkbox"/> Met or <input type="checkbox"/> Not Met	Date of Last Program Review:	
<i>I have read the reasons for the change and...</i>		<i>Signature and date</i>
Associate Dean of School:	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	 <u>Michelle Giroux</u> December 10, 2020
Dean of Faculty (Lead program):	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	 Tracy Gedies December 10, 2020
Dean of Faculty (Affiliate program-impacted by change):	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	 Susan Cloutier December 14, 2020
Senior Vice President Academic (required for major changes and late DAs):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
Director, Centre for Academic Excellence:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	 December 15, 2020
Office of the Registrar:	<input type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	
Notes:		

*Please answer each of the questions below, if applicable. Missing or incomplete information may delay review of the proposed changes.*

**1.0 Describe proposed change(s). Complete Appendix A (if necessary), Appendix B and amend SDAR (Refer to Appendix C).**

**2.0**

We are requesting SEP to become a co-op program starting in Fall 2021. This change will allow students to be better prepared for jobs in the industry. Coop-1020 is being added to support the coop, and the practicum 1 and 2 are being removed. Coop will take place between year 1 and year 2.

The majority of the other changes are a realignment of curriculum as a result of reducing the hours in level 1 of the program. The curriculum from these courses will be redistributed to other courses in the program including two new courses in level 4: Career Planning and Professional Development and the Digital Portfolio. Additional hours are being added to Weddings and Occasions, Meetings and Conferences and Sports and Festivals.

Several courses are being renamed to better align with industry standards including Digital Media, Fundraising, Marketing Strategies for Events, Event Entrepreneurship, Events 1 and Events 2 and Business, Law & Finance for Events.

Global Economics is being added as a mandatory General Education to replace an elective choice.

**Reason/Rationale for Changes**

2.1 The reason for the change is based on:

- A recent program review
- Program Advisory Committee feedback
- Student feedback
- KPI results
- Accreditation or other regulatory requirements
- Shared curriculum
- Trends in the field/industry
- Other (please describe):

2.2 Does the change support the College's Strategic Framework (mission, vision, values)?

- Yes
- No (If no, please explain)

2.3 What strategic goal(s) does the proposed change support?

- Goal 1 – Enhance innovative practices for exceptional student learning
- Goal 2 – Manage enrolment growth
- Goal 3 – Optimize use of resources
- Goal 4 – Build sustainable sources of alternative revenue

### 3.0 Students

3.1 Will the change affect the cost of the program for students?

- Yes
- No

3.2 If yes, there will be an additional cost for:

- Materials (Include details):
- Equipment (Include details):
- Other (Please describe): Co-op fees

### 4.0 Program Learning Outcomes

4.1 Will the proposed change meet the Program Vocational Learning Outcomes? (Complete Appendix B and mark the changes in the mapping [e.g. red font])

- Yes
- No

4.2 Are there any implications related to progression because of pre-requisite courses (and/or co-requisite courses)?

- No
- Yes (If yes, please explain)

### 5.0 Relationships with Other Programs

5.1 Are any of the courses impacted by the change provided by another School (e.g., SLLS, LKSB) and/or delivered at another campus?

- No
- Yes

5.2 What Schools/Campuses will be impacted by the proposed change?

- Lawrence Kinlin School of Business
- School of Information Technology
- School of Contemporary Media
- School of Design
- School Digital and Performing Arts
- School of Tourism, Hospitality and Culinary Arts

- School of Community Studies
- School of Health Sciences
- School of Nursing
- School of Public Safety
- Donald J. Smith School of Building Technology
- Norton Wolf School of Aviation Technology
- School of Applied Sciences and Technology
- School of Transportation Technology and Apprenticeship
- School of Language and Liberal Studies
- English Language Institute
- London South Campus
- Simcoe/Norfolk Regional Campus
- St Thomas/Elgin Regional Campus
- Woodstock/Oxford Regional Campus
- Huron/Bruce Regional Sites

5.3 Will the change affect pathway agreements (e.g., bridging, articulations, laddering, advanced standing) with other Fanshawe program(s) and/or other institution(s)?  
(Refer to the pathway agreements listed here: <http://transferagreements.fanshawec.ca/>)

- No
- Yes (If yes, indicate when you will notify the other Fanshawe program(s) and/or other institution(s) and the Pathways Coordinator in the Centre for Academic Excellence of the change)

5.4 If this program is a Co-Operative Education program, will the proposed change impact Co-op?

- No
- Yes (If yes, consult with the Co-op office prior to submission)

## 6.0 Resource Implications of Proposed Changes

6.1 Will the proposed change have staffing implications?

- No
- Yes (If yes, please explain) There may be an impact to the coop area to support another coop program.

6.2 Will the proposed change impact any of the Enabling areas?

- No
- Yes (If yes, please explain)

6.3 Will the proposed change affect space and/or technology requirements?

- No

Yes (If yes, please explain)

## 7.0 General College Requirements

7.1 Are changes consistent with Colleges policies?

Yes

No (If no, please explain)

7.2 Will the program meet the General Education requirements (Policy A126) as listed below?

No

Yes

<b>Local Certificate, Ontario College Certificate and Graduate Certificate</b> - none required)	<b>Diploma</b> - 3 required (minimum of 1 must be an elective)	<b>Advanced Diploma</b> - 4 required (minimum of 2 must be electives)
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7.3 Will the program have 25% distinct curriculum to meet the Residency Requirement of 25% credit units? Consider all pathway agreements (e.g., bridging, internal articulations, laddering, advanced standing) with other Fanshawe programs and/or other institutions.

No

Yes

**Note:** In accordance with POLICY NUMBER: A122 Graduation from Approved College Programs

...to be eligible for any College Credential a student must be enrolled and complete at least 25% of that program's credit units at Fanshawe College, unless stipulated differently by other approving bodies such as the Postsecondary Education Quality Assessment Board (PEQAB).

7.4 Indicate:

i) Total program hours before proposed change: \_\_\_1245\_\_\_

ii) Total program hours after proposed change: \_\_\_1251\_\_\_

iii) Level(s) in which the proposed change(s) occurs: \_\_\_1,2,3,4\_\_\_

7.4.1 Are the total program hours consistent with the requirements as listed below?

Yes

No (If no, please explain)

<b>Local Certificate</b> - 300 hours	<b>Ontario College Certificate</b> - 600 hours
<b>Diploma</b> - 1200 to 1400 hours	<b>Advanced Diploma</b> - 1800 to 2100 hours
<b>Graduate Certificate</b> - 600 hours	<b>DOAA</b> – 120 to 200 hours



Level 4

Course Number	Course Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14
<del>ENVR-5016</del>	<del>Corporate Responsibility</del>							BC							BC
<del>FINA-3045</del>	<del>Event Financial Management</del>				BC	€				€					€
<del>FLDP-3037</del>	<del>Practicum 2</del>											BC			
MGMT-3097	HR & Volunteer Management			C			IB		B						C
MGMT-3098	Risk Management & Insurance														
MGMT-5087	Global Leadership							C	BC			C			C
PLAN-5003	Event Management	C	C	C	C	C	C	C		C	C				C
DEVL-5008	Career Planning and Professional Development														
DEVL-3011	The Digital Portfolio														

Vocational Learning Outcomes

- 1 Plan and design events to meet organizational and client objectives.
- 2 Select food and beverage catering services, site location, and décor, according to the theme and needs of an event.
- 3 Develop marketing plans and related promotional plans for events that will meet the needs of the organization and/or client.
- 4 Coordinate and/or supervise staff, contractors and volunteers in order to achieve the desired performance.
- 5 Employ best practices for financial management in the planning of events.
- 6 Manage the business transactions of event projects to meet organization and/or client needs.
- 7 Develop strategies to mitigate risk and liability to ensure the safety and security of participants during an event.
- 8 Maintain ethical practices and professionalism in the events field to create positive relationships and experiences.
- 9 Apply strategies that support intercultural awareness and inclusion in event offerings that meet the needs of diverse populations.
- 10 Use industry standard technology platforms, systems, tools and applications to support the operations of events.
- 11 Secure monies through sponsorships, funds, or grants to support event objectives.
- 12 Engage in ongoing learning for professional and career growth.
- 13 Identify and respond to new career opportunities that may include contract work and entrepreneurship, to secure employment.
- 14 Communicate information persuasively and accurately in written, verbal and interactive formats.



COMMS - Essential Employability Skills by Program, Level and Course

Program Name: Special Events Planning  
 Program Code: SEP2 (SEP2-THS-20201)  
 Academic Year: 2020-2021

Level 1

Course Number	Course Name		1	2	3	4	5	6	7	8	9	10	11
ANTH-1012	Cultural Anthropology	X	X				X	X	X		X	X	
COMP-1517	Technology for Hospitality		X	X		X	X				X	X	
<del>DEVL-1049</del>	<del>Career Preparation</del>	<del>X</del>	<del>X</del>			<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	
HOSP-1016	Event Management-Intro	X	X			X	X	X		X	X	X	
<del>MATH-1210</del>	<del>Math for Hospitality</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>			<del>X</del>		<del>X</del>	<del>X</del>	<del>X</del>	
MGMT-1259	Event Sales & Service	X	X			X		X			X	X	
<del>SFTY-1075</del>	<del>Food Safe/Smartserve/First Aid</del>					<del>X</del>	<del>X</del>				<del>X</del>	<del>X</del>	
WRIT-1042	Reason/Writing 1-Tourism/Hosp	X	X		X	X			X			X	
PLAN-1033	Sports & Festivals	X	X	X	X	X	X	X		X	X	X	
COOP-1020	Cooperative Education												

Level 2

Course Number	Course Name		1	2	3	4	5	6	7	8	9	10	11
<del>BUSI-1179</del>	<del>Business Essentials</del>	<del>X</del>	<del>X</del>	<del>X</del>		<del>X</del>	<del>X</del>	<del>X</del>		<del>X</del>	<del>X</del>	<del>X</del>	
COMM-3080	Comm Tourism & Hospitality	X	X		X	X	X	X	X	X	X		
FDMG-1116	Food Service & Catering	X	X	X		X	X	X	X	X	X	X	
<del>FLDP-1033</del>	<del>Practicum 1</del>										<del>X</del>	<del>X</del>	
<del>HOSP-5003</del>	<del>Event Management Systems</del>	<del>X</del>	<del>X</del>				<del>X</del>				<del>X</del>	<del>X</del>	
<del>MGMT-1256</del>	<del>Event PR &amp; Sponsorship</del>	<del>X</del>	<del>X</del>			<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	
<del>MKTG-1059</del>	<del>Marketing for Tourism/Hosp</del>	<del>X</del>	<del>X</del>			<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>		
MMED -1074	Digital Media	X	X				X				X	X	
PLAN-1034	Weddings & Occasions	X	X	X			X	X		X	X	X	
FNDR-3006	Fundraising	X	X			X	X	X	X	X	X	X	
MKTG-1111	Marketing Strategy for Events	X	X			X	X	X	X	X	X		
ECON-3008	Global Economics												

Level 3

Course Number	Course Name		1	2	3	4	5	6	7	8	9	10	11
BEVR-1026	Beer, Wine & Spirits		X						X	X			
<del>ENTP-3001</del>	<del>Entrepreneurial Spirit</del>				<del>X</del>	<del>X</del>		<del>X</del>			<del>X</del>		
PLAN-1028	Meetings & Conferences	X	X	X		X	X	X			X	X	
PLAN-1029	Weddings & Occasions	X	X	X			X	X		X	X	X	
PLAN-1030	Sports & Festivals	X	X	X	X	X	X	X		X	X	X	

<del>PLAN-3009</del>	<del>Event Management Strategies</del>	<del>X</del>	<del>X</del>	<del>X</del>		<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>
PLAN-3014	Event Management 1	X	X	X		X	X	X	X	X	X	X
PLAN-1035	Meetings & Conferences	X	X	X		X	X	X			X	X
ENTP-3007	Event Entrepreneurship				X	X		X			X	
BUSI-3042	Business, Law & Finance for Events	X	X	X		X	X	X		X	X	X

Level 4

Course Number	Course Name		1	2	3	4	5	6	7	8	9	10	11
<del>ENVR-5016</del>	<del>Corporate Responsibility</del>	<del>X</del>	<del>X</del>			<del>X</del>		<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	
<del>FINA-3045</del>	<del>Event Financial Management</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>			<del>X</del>	<del>X</del>	
<del>FLDP-3037</del>	<del>Practicum 2</del>						<del>X</del>				<del>X</del>	<del>X</del>	
MGMT-3097	HR & Volunteer Management	X	X		X	X	X	X	X	X	X	X	X
MGMT-3098	Risk Management & Insurance												
MGMT-5087	Global Leadership	X	X		X	X	X	X	X	X	X	X	X
PLAN-5003	Event Management	X	X	X	X	X	X	X	X	X	X	X	X
DEVL-5008	Career Planning and Professional Development	x	x				x				x	x	
DEVL-3011	The Digital Portfolio	x	x				x				x	x	

Essential Employability Skills

- 1 Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.
- 2 Respond to written, spoken or visual messages in a manner that ensures effective communication.
- 3 Execute mathematical operations accurately.
- 4 Apply a systematic approach to solve problems.
- 5 Use a variety of thinking skills to anticipate and solve problems.
- 6 Locate, select, organize and document information using appropriate technology and information systems.
- 7 Analyze, evaluate and apply relevant information from a variety of sources.
- 8 Show respect for diverse opinions, values, belief systems and contributions of others.
- 9 Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
- 10 Manage the use of time and other resources to complete projects.
- 11 Take responsibility for one's own actions, decisions and consequences.

## Degree Audit Report

Catalog: 2021/2022

**Program:** Sep2

**Name:** Special Events Planning

**Department:** THS - Tourism, Hospitality & Cul.

**Academic Level:** PS

**CCD:** 8 - 4AcadSem/1200-1400hrs

**Credential:** Ontario College Diploma

**Grade Scheme:** LG2

**Major:** SEP2 - Special Events Plan

**Div:** THS - Tourism,  
Hospitalit & Culinary  
Arts

**Co-Op Indicator:** N/A

### Academic Program Requirement

<b>Total Credits:</b>	83	<b>Residency Reqmt:</b>	21
<b>GPA Requirement:</b>	2	<b>lency Reqmt GPA:</b>	2
<b>Minimum Grade:</b>	D		

### Academic Requirement: SEP1.21 Special Events Planning

<b>Major:</b>			01-Sep
<b>Grade Scheme:</b>	LG2		
<b>Minimum GPA:</b>			2
<b>Minimum Grade:</b>			

### Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE	
HOSP-1016	Event Management-Intro	45	3		
ANTH-1012	Cultural Anthropology	45	3		**
<del>SFTY-1075</del>	<del>Food Safe, Smart Serve &amp; First Aid</del>	<del>15</del>	<del>1</del>		REMOVE
WRIT-1042	Reason & Writing 1-Tourism/Hospitality	45	3		
<del>MATH-1210</del>	<del>Math for Hospitality</del>	<del>30</del>	<del>2</del>		REMOVE
COMP-1517	Technology for Hospitality	45	3		
MGMT-1259	Event Sales & Service	45	3		
<del>DEVL-1049</del>	<del>Career Preparation</del>	<del>30</del>	<del>2</del>		REMOVE
PLAN-1033	Sports & Festivals	45	3		ADD
COOP-1020	Cooperative Education	6	1		ADD

### Subrequirement: Level 2

~~Gen Ed - Take a 3-credit General Education elective course. Take all of the following Mandatory Courses:~~ REMOVE

		Total Hours	Total Credits	GE	
<del>HOSP-5003</del>	<del>Event Management Systems</del>	<del>45</del>	<del>3</del>		REMOVE
MMED-1074	Digital Media	60	4		ADD
FDMG-1116	Food Service & Catering	45	3		
<del>BUSI-1179</del>	<del>Business Essentials for Event Management</del>	<del>60</del>	<del>4</del>		REMOVE
PLAN-1034	Weddings & Occasions	45	3		ADD
<del>MGMT-1256</del>	<del>Event PR &amp; Sponsorship</del>	<del>45</del>	<del>3</del>		REMOVE
FNDR-3006	Fundraising	45	3		ADD
COMM-3080	Comm for Tourism & Hospitality	45	3		
ECON-3008	Global Economics	45	3		**ADD
<del>MKTG-1059</del>	<del>Marketing for Tourism &amp; Hospitality</del>	<del>45</del>	<del>3</del>		REMOVE
MKTG-1111	Marketing Strategy for Events	45	3		ADD
<del>FLDP-1033</del>	<del>Practicum 1</del>	<del>15</del>	<del>1</del>		REMOVE

### Subrequirement: Level 3

Gen Ed - Take a 3 credit General Education elective course. Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE	
<del>PLAN-3009</del>	<del>Event Management Strategies</del>	<del>45</del>	<del>3</del>		REMOVE
PLAN-3014	Event Management 1	90	6		ADD
<del>PLAN-1028</del>	<del>Meetings &amp; Conferences</del>	<del>30</del>	<del>2</del>		REMOVE
PLAN-1035	Meetings & Conferences	45	3		ADD
<del>PLAN-1029</del>	<del>Weddings &amp; Occasions</del>	<del>30</del>	<del>2</del>		REMOVE
<del>PLAN-1030</del>	<del>Sports &amp; Festivals</del>	<del>30</del>	<del>2</del>		REMOVE
<del>ENTP-3001</del>	<del>Entrepreneurial Spirit</del>	<del>45</del>	<del>3</del>		REMOVE
ENTP-3007	Event Entrepreneurship	45	3		ADD
BEVR-1026	Beer, Wine & Spirits	45	3		
BUSI-3042	Business, Law & Finance for Events	60	4		ADD

**Subrequirement: Level 4**

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE	
MGMT-5087	Global Leadership	45	3		
<del>FINA-3045</del>	<del>Event Financial Management</del>	<del>60</del>	<del>4</del>		REMOVE
DEVL-5008	Career Planning and Professional Development	45	3		ADD
<del>ENVR-5016</del>	<del>Corporate Responsibility</del>	<del>30</del>	<del>2</del>		REMOVE
DEVL-3011	The Digital Portfolio	45	3		ADD
<del>FLDP-3037</del>	<del>Practicum 2</del>	<del>15</del>	<del>1</del>		REMOVE
PLAN-5003	Event Management 2	90	6		
MGMT-3097	HR & Volunteer Management	45	3		
MGMT-3098	Risk Management & Insurance	45	3		

**Subrequirement: Gen Ed - Electives**

Take 6 General Education Credits - Normally taken in Levels 2 and 3

**Subrequirement: Program Residency**

Students Must Complete a Minimum of 21 credits in this program at Fanshawe College to meet the Program Residency requirement and graduate from this program

*Michelle Giroux*

Approved By Chair/Manager:

*Judy Gheis*

Approved by Dean:

*[Signature]*

General Education Approved By (as appropriate):

December 10, 2020

Department and Date:

December 10, 2020

Date:

December 14, 2020

Date: