



## Event Management

Career Cluster	Hospitality and Tourism
Course Code	16152
Prerequisite(s)	Recommended: Introduction to Hospitality and Tourism
Credit	0.5
Program of Study and Sequence	Foundation Course – Cluster Course - <b>Event Management</b> – Capstone Experience
Student Organization	Family, Career and Community Leaders of America (FCCLA), SkillsUSA, Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Job Shadowing, Student Internships, mentoring, interviewing professionals, workplace tours, guest speakers, entrepreneurship
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	See: <a href="https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf">https://sdmylife.com/images/Approved-CTE-Dual-Credit.pdf</a>
Teacher Certification	Family and Consumer Sciences (FACS), FACS Education, Hospitality and Tourism Cluster Endorsement
Resources	Career Investigation STAR Event, Event Management STAR Event, and Hospitality, Tourism, and Recreation STAR Event, SkillsUSA Entrepreneurship Competition, SkillsUSA Customer Service Competition

### Course Description

In Event Management, students organize, plan, implement, and evaluate events while developing event management skills. Events could include sporting, school, community, fundraising, entertainment, and related events. Students explore careers related to the event management industry.

### Program of Study Application

Event Management is a pathway course in the Hospitality and Tourism career cluster; Travel, Tourism, and Lodging pathway.

## Course Standards

### EM 1: Students will analyze career opportunities in event planning and management.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall	EM 1.1 Identify and compare career pathways in event planning and management.
One Recall	EM 1.3 Explore and demonstrate knowledge of employment opportunities, workplace environments, and career growth potential.
Three Strategic Thinking	EM 1.2 Assess personal and technical characteristics necessary for career success in event planning.

### EM 2: Students will explore professional roles and responsibilities of event planning.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	EM 2.1 Compare and contrast different kinds of events.
Three Strategic Thinking	EM 2.2 Investigate components of the event planning process.
Two Skill/Concept	EM 2.3 Explore forms, records, and contracts related to event planning.
Two Skill/Concept	EM 2.4 Discuss legal, ethical, safety and security responsibilities of event planners.

### EM 3: Students will create an event proposal.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall	EM 3.1 Identify the purpose of the event.
One Recall	EM 3.2 Identify client needs, wants, and expectations.
Three Strategic Thinking	EM 3.3 Create a budget based upon client input.
Three Strategic Thinking	EM 3.4 Determine event logistics.
Four Extended Thinking	EM 3.5 Present proposal for client feedback.

### EM 4: Students will implement planned event.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	EM 4.1 Utilize professional skills and attributes in event implementation.
Four Extended Thinking	EM 4.2 Demonstrate teamwork, problem-solving, and decision making skills in implementing planned event.
Four Extended Thinking	EM 4.3 Demonstrate conflict resolution strategies in managing events.

**EM 5: Students will evaluate completed event.**

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	EM 5.1 Develop a process for event evaluation.
Four Extended Thinking	EM 5.2 Critique event implementation.