

Event and Meeting Management Major, B.S.

The Bachelor of Science in Event and Meeting Management is designed for students seeking careers as event and meeting professionals. MSU Denver is one of only four programs in the country to offer a standalone baccalaureate degree in event and meeting management. The curriculum is based on the Meeting and Business Event Competency Standards (MBECS) by Meeting Professionals International. Meeting and Event Management is recognized by the U.S. Department of Labor as a specific business sector, distinct from Lodging and Tourism. This degree prepares students for a variety of career paths within this fast-growing industry. The in-depth course of study examines the interrelated industry components of corporate events, conventions, trade shows, special events, and other specialty areas not routinely taught in other programs. Our highly experienced faculty are certified in teaching various areas of event and meeting management and maintain active participation in industry associations, advisory board, and committees.

Student Outcomes

- Evaluate quality project management specific to diverse hospitality and event industries
- Apply business concepts relevant to hospitality and event management
- Employ skills relevant to the operational areas of hospitality and event management
- Demonstrate effective communication with global hospitality and event industries.

General Degree Requirements

To earn a degree, students must satisfy all requirements in each of the four areas below, in addition to their individual major requirements.

- Degree and Certificate Requirements
- General Studies Requirements
- Ethnic Studies and Social Justice Graduation Requirements
- Senior Experience Graduation Requirements

Program Requirements

- A total of 120 semester hours are required for graduation.
- A grade of C or better is required for each course in this program to count toward the bachelor's degree. Students should note that programs differ in the minimum grade required.
- A minor is not required for this program.

Multicultural Requirement: 0 or 3 credits

- Students should consult the Multicultural Graduation Requirements for a list of courses that fulfill the Multicultural Requirement for degree completion.
- Many programs include courses that meet this requirement. Students should consult with their advisor to determine what program courses may fulfill this requirement.

General Studies Requirements: 33 credits

Students should consult the General Studies Requirements for a list of courses that fulfill the General Studies Requirements for degree completion.

- Written Communication (6 credits)
- Oral Communication (3 credits)
- Quantitative Literacy (3 credits)
 - MTH 1210 - Introduction to Statistics is highly recommended
- Arts and Humanities (6 credits)
- Historical (3 credits)
- Natural and Physical Sciences (6 credits)
- Social and Behavioral Sciences (6 credits)
 - ECO 2010 - Principles of Macroeconomics is highly recommended
- Global Diversity (0 or 3 credits**)

*** Students will fulfill the global diversity requirement by taking an approved course within one of the following categories: arts and humanities; historical; natural and physical sciences; or social and behavioral sciences.*

Exploratory Courses: 18 credits

All 1000 or 2000 level courses

- EVT 2020 - Event Project Planning Credits: 3
- HLDR 1000 - Introduction to Hospitality Credits: 3
- HLDR 1100 - Colorado Tourism and Recreation Credits: 3
- HLDR 2000 - Career and Leadership Development for Hospitality Credits: 3
- HLDR 2100 - Event Planning for the Professional Credits: 3
- HLDR 2200 - Quality Service Leadership Credits: 3

Major Core Courses: 40 credits

All 3000 or 4000 level courses

- ACC 3120 - Financial Leadership for Hospitality Credits: 3
- ECO 2010 - Principles of Macroeconomics Credits: 3
 - Prerequisite(s): ENG 1009 or ENG 1010 and ENG 1020 or ENG 1021; AND any 1000-level MTH course.
- EVT 3000 - Event Catering Strategies Credits: 3
 - Prerequisite(s): HLDR 2100
- EVT 3010 - Event Support Systems Credits: 3
 - Prerequisite(s): HLDR 2100
- EVT 3100 - Corporate Meetings Credits: 3
 - Prerequisite(s): HLDR 2100
- EVT 3200 - Conventions and Trade Shows Credits: 3
 - Prerequisite(s): HLDR 2100

- EVT 4020 - Event and Meeting Contracting Credits: 3
 - Prerequisite(s): HLDR 2100
- EVT 4100 - Special Event Production Credits: 3
 - Prerequisite(s): HLDR 2100
- EVT 4200 - Global Meetings and Events Credits: 3
 - Prerequisite(s): HLDR 2100
- HLDR 3200 - Talent Leadership Credits: 3
- HLDR 3250 - Managerial Accounting for Hospitality Credits: 3
 - Prerequisite(s): ACC 3120
- HLDR 3300 - Hospitality Marketing and Sales Credits: 3
- MTH 1210 - Introduction to Statistics Credits: 4
 - Prerequisite(s): Two years of high school algebra or equivalent and an appropriate score on the mathematics preassessment test, or one of MTH 1080 or MTH 1109 or MTH 1110 or MTH 1112 or MTH 1610 with a “C-” or better.

Select One: 3 credits

- HLDR 0370 - Study Abroad in Hospitality Credits: 0
- HLDR 3800 - Servant Leadership in Hospitality Credits: 3
- HLDR 3980 - Internship in Hospitality Credits: 3

Senior Experience: 3 credits

- EVT 4030 - Advanced Planning and Risk Management Credits: 3

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| General Studies Requirements | 33 credits |
| Ethnic Studies and Social Justice Requirement | 0-3 credits |
| Exploratory Courses | 18 credits |
| Major Core Courses | 40 credits |
| Select One Requirement | 3 credits |
| Senior Experience | 3 credits |
| Unrestricted Electives | 20-29 credits |
| Total for the Event and Meeting Management Major, B.S. | 120 credits |