

Undergraduate Curriculum Council

Meeting Minutes*

November 12, 2025

Members Present

Chelsie Dubay (Chair), T. Jason Davis, Christiana Keinath, Alan Coates, Mike Stoots, Daniel Hedden, Melessia Webb, Teresa Brooks Taylor, Cindy Phillips, Evelyn Roach, Stacie Hill, William Flora, Brad Edwards

Members Absent

Julie Fox-Horton (with notes submitted)

Guests Present

Dr. Kelly Hall (Management & Supply Chain), Dr. Martha Michieka (on behalf of Dr. Teresa McGarry, Literature & Language)

Call to Order

The meeting was called to order at 2:05 p.m. by Chair Chelsie Dubay. A quorum was established.

Approval of Previous Minutes

- The minutes from the **September 24, 2025** meeting were reviewed.
 - Motion to approve: T. Jason Davis
 - Second: Teresa Brooks Taylor
 - Discussion: Teresa Brooks Taylor noted a correction to ensure her name is included in the attendance list.
 - Vote: Approved unanimously with amendment to attendance.
-

New Business

1. New Course – MGMT 3150 Business Event Planning and Management

Presenter: Dr. Kelly Hall

- Introduces principles of event planning and management in hospitality, tourism, and community sectors.
- Serves as a foundational course in the new **Event Management Concentration** within the proposed Hospitality & Tourism Management program.
- Distinct from Sport & Recreation Management’s “Special Event Planning” course after consultation with Dr. Smith.

Reviewer Comments: Julie Fox-Horton noted the attendance policy mentions asynchronous courses though delivery is listed as on-ground; Dr. Hall agreed to strike the reference. Alan Coates found no issues.

Motion: Alan Coates **Second:** T. Jason Davis **Vote:** Approved unanimously.

Confirmation of Criteria

- ✓ Course consistent with university goals
- ✓ Adds value to the Department of Management & Supply Chain, CBAT, and university
- ✓ Objectives and outcomes appropriate for 3000 level
- ✓ Credit hours appropriate at 3

Compliance Statement: In its review, the UCC found the course to be consistent with university goals. It adds value to the proposing department and college. The learning outcomes are of appropriate rigor for the level of the course. The course level and credit hours are appropriate.

2. New Course – MGMT 3500 Hospitality and Tourism Management Internship

Presenter: Dr. Kelly Hall

- Establishes a structured field-based internship tailored to hospitality & tourism students.
- Students may earn up to 6 credits across two enrollments.

Reviewer Comments: Brad Edwards (via email) and T. Jason Davis supported the proposal, noting clear justification and need.

Motion: T. Jason Davis **Second:** Alan Coates **Vote:** Approved unanimously.

Confirmation of Criteria

- ✓ Consistent with university goals
- ✓ Adds value to department and college
- ✓ Learning outcomes appropriate

Compliance Statement included as above.

3. New Course – MGMT 4150 Venue and Convention Management

Presenter: Dr. Kelly Hall

- Intermediate-level course emphasizing logistics, risk management, and coordination with convention bureaus.
- Builds upon MGMT 3150 and prepares students for advanced event management roles.
Reviewer Discussion: Daniel Hedden and Mike Stoots questioned brevity of attendance policy; committee agreed to add: “Attendance will impact grades.” Stacie Hill and Evelyn Roach approved the formatting of major assignments tables.
Motion: Mike Stoots **Second:** Daniel Hedden **Vote:** Approved unanimously with attendance policy amendment.

Confirmation of Criteria

- ✓ Consistent with university goals
 - ✓ Adds value to department and college
 - ✓ Learning outcomes appropriate for 4000 level
-

4. New Course – MGMT 4300 Advanced Event Operations and Production

Presenter: Dr. Kelly Hall

- Capstone course for Event Management Concentration covering high-profile event operations, funding strategies, and integrated marketing.
Reviewers: Melessia Webb and Christiana Keinath commended clarity and coherence. Attendance policy updated for consistency.
Motion: Melessia Webb **Second:** Christiana Keinath **Vote:** Approved unanimously.
-

5. New Course – MGMT 4500 Strategic Hospitality, Revenue & Operations Management

Presenter: Dr. Kelly Hall

- Functions as the **capstone course** for the new BBA in Hospitality and Tourism Management.
 - Focus on data-driven forecasting, pricing, operations strategies, and guest experience optimization.
Reviewers: Cindy Phillips and Teresa Brooks Taylor commended alignment with regional needs and industry partnerships. Minor edit to attendance policy for consistency.
Motion: Teresa Brooks Taylor **Second:** Cindy Phillips **Vote:** Approved unanimously.
-

6. New Program – Bachelor of Business Administration in Hospitality and Tourism Management

Presenter: Dr. Kelly Hall

- Converts existing Hospitality & Tourism Concentration into a stand-alone BBA degree.
- Supported by 11 letters of endorsement from industry partners and regional stakeholders.
- Program includes 120 credit hours: 36 business core, 12 major core, 9 in one of five concentrations (Event Management, Hospitality Leadership, Hospitality Marketing, Talent Management, and Appalachia Craft Beverage & Culture).
- Guided and general electives draw from cross-college offerings.

Reviewer Comments: T. Jason Davis (Chair, College Curriculum Committee) and Brad Edwards endorsed the proposal. Dr. Dubay confirmed that additional course proposals are not anticipated for other concentrations at this time.

Motion: T. Jason Davis **Second:** Mike Stoots **Vote:** Approved unanimously.

Confirmation of Criteria

- ✓ Proposal consistent with university goals
 - ✓ Adds value to Department of Management & Supply Chain, CBAT, and ETSU
 - ✓ Learning outcomes and curriculum appropriate
-

7. Revision of Academic Minor – Linguistics Minor

Presenter: Dr. Martha Michieka (on behalf of Dr. Teresa McGarry)

- Adds flexibility to required courses by allowing students to take either *Social and Psychological Aspects of Language* or *Dialectology* to satisfy requirements.
- Addresses course rotation issues and prevents delayed graduation.
- Expands approved electives to increase interdisciplinary options.

Reviewers: Julie Fox-Horton and Alan Coates found proposal clear and well justified.

Motion: Alan Coates **Second:** Mike Stoots **Vote:** Approved unanimously.

Confirmation of Criteria

- ✓ Proposal consistent with university goals
 - ✓ Adds value to the Department of Literature & Language and the College of Arts & Sciences
 - ✓ Learning outcomes appropriate
-

Announcements and Other Business

- **Next Meeting:** Wednesday, December 10 at 2 p.m. (via Zoom).
 - This will be the final meeting of the semester.

- Agenda items due December 1 (with final revisions accepted through December 3).
 - **Vacancies:** Open seats remain for Faculty Senate and College of Arts and Sciences representatives.
 - **Upcoming Agenda:** Remaining Geosciences course proposal to be added to December meeting.
-

Adjournment

There being no further business, the meeting was adjourned at approximately 3:50 p.m.

*Minutes generated by ChatGPT 5.1 from Panopto meeting transcript.