



Event Management Program Agreement

Western Michigan University
Event Management, Bachelor of Science (B.S.)

Kalamazoo Valley Community College
Business Administration, Associate of Arts (A.A.) with MTA

Catalog Year: 2024-2025

I. KALAMAZOO VALLEY COURSES for GENERAL EDUCATION/MICHIGAN TRANSFER AGREEMENT (MTA)		
See attached Kalamazoo Valley MTA guide for specific courses from Kalamazoo Valley that will fulfill MTA requirements		
Kalamazoo Valley Course	WMU Equivalent	Transfer Credit Hours
^{MTA} English Composition: ENG 110 or ENG 160	ENGL 1050	3 - 4
^{MTA} Second Level English/Communication: ENG 111, ENG 112, ENG 127, ENG 227, ENG 260, COM 113, or COM 210	ENGL 1100, BCM 1420, BCM 1420, ENGL Credit, ENGL Credit, COM 1700, or COM Credit	3
^{MTA} Social Sciences: ECO 201	ECON 2020	3
^{MTA} Social Sciences: PSI subject	Varies	3
^{MTA} Humanities and Fine Arts: choose two courses from two different disciplines	Varies	6
^{MTA} Natural Sciences: choose two courses from two different disciplines; one course must include a laboratory experience	Varies	8
^{MTA} Mathematics: MATH 120	MATH 1160	3
TOTAL KALAMAZOO VALLEY MTA CREDIT HOURS		29

II. KALAMAZOO VALLEY BUSINESS ADMINISTRATION, A.A. REQUIRED COURSES		
KVCC Course	WMU Equivalent	Transfer Credit Hours
ACC 101	ACTY 2100	4
ACC 102	ACTY 2110	4
BUS 101	BUS 1750	3
BUS 103	CIS 1020	3
BUS 105	MKTG 2500	3
BUS 207	MGMT 2500	3
BUS 231	CIS 2700	3
BUS 245	BUS 2200	3
ECO 202	ECON 2010	3
^{MTA} MATH 216 or MATH 220	STAT 2160 or STAT 3660	3 - 4
Wellness/Physical Education Course	Varies	2
TOTAL KALAMAZOO VALLEY CREDIT HOURS		34

To satisfy MTA requirements students must successfully complete a minimum of 30 credits with the ^{MTA} delineation, with at least a 2.0 GPA in each course.

III. WMU COURSES REQUIRED FOR RECREATION: EVENT MANAGEMENT PROGRAM DEGREE (60 credits)		
WMU Course	WMU Course Title	WMU Credit Hours
FIN 2420	Entrepreneurial Finance	3
MGMT 2140	Exploring Entrepreneurship	3
COM 2000	Human Communication Theory	3
HPHE 1700	Intro to Recreation/Sports Management	3
HPHE 2100	Event Strategic Planning	3
HPHE 3100	Event Management Advanced Applications	3
COM 2500	Introduction to Public Relations	3
COM 3480	Public Relations Writing	3
GEOG 3100	Introduction to Tourism	3
HPHE 2750	Managing Special Pop-Ups, Catering, and Fundraising Events	3
HPHE 3750	Managing Meetings, Conventions, and Expos	3
HPHE 4199	Practicum in Event Management (225 clock hours)	3
Event Management Major Elective (choose 9 credits)	THEA 1810, THEA 2600, COM 3350, FCS 1550, GEOG 4080, GEOG 4180, HPHE 3110, HPHE 3150, HPHE 3300, HPHE 4700, LAW 3800, MGMT 2500, MGMT 3350, PADM 3000, PADM 5830, PADM 5840, PADM 5870	9
WMU Essential Studies (WES):		
Level III: Local and National Perspectives	Varies - see WMU Advisor for options. Students who choose PADM 3000 as an Event Management Major Elective will have satisfied WES Level III: Local and National Perspectives.	0-3
Level III: Global Perspectives	Varies - see WMU Advisor for options	3
Required Minor		
A minor is required for students in the Event Management program. See your WMU advisor for options.		6-18
General Electives		
Electives	Varies - Elective credits needed to reach 60 credit minimum at a 4-year University and 122 credit minimum for B.S. See your WMU advisor for options.	0-6
TOTAL MINIMUM CREDIT HOURS AT WMU		60

TOTAL CREDITS (I –III)		
63 Kalamazoo Valley Credits		
60 WMU Credits		
123 Total Credits		

Minimum credits required for Kalamazoo Valley associate degree: 63

Minimum credits required at WMU: 60

Total credits required: 123

Advising Notes

Kalamazoo Valley Student Development Services
 WMU CEHD Manager of Articulation and Curriculum

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Program Information

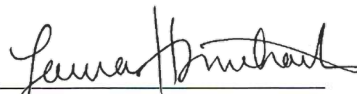
The Event Management Major is a 51-credit hour program that creates four different pathway options for career development and experiential learning. The interdisciplinary program is designed to include coursework across nine WMU departments allowing students to learn from a variety of experts. The core program focuses on event ideation, program design, technology, project management, execution management, and budgeting. The experiential learning component intentionally connects students to the community by partnering with community businesses to learn project management and event execution. The curriculum is designed to support the Meeting Planner International (MPI) standards with courses that focus on event production for meetings, conventions, festivals, and corporate events. Students can design their own pathways throughout the program, but the curriculum is designed to support the following pathways: corporate and community event management; festival, music, and community events; nonprofit event management; and conventions and meeting expos.

Program Agreement

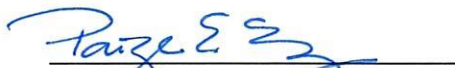
This agreement shall commence as of August 28, 2024. This program agreement shall abide by all language of the Institutional Agreement between Kalamazoo Valley Community College and Western Michigan University.



Mark Dunneback, Dean of Instruction,
 Business and Technical Careers
 Kalamazoo Valley Community College



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