

# Procedures for Obtaining Approval for Concurrent Undergraduate and Graduate Degree Programs

Concurrent undergraduate and graduate degree programs can provide opportunities for well-qualified ISU juniors and seniors to apply for a program leading to both a masters and bachelors degree at the end of a fifth year of study. Students interested in research may apply for a graduate research assistantship during their fourth and fifth years of study. Individualized concurrent degree programs are available.

The following material describes the procedures to obtain approval for a recognized concurrent undergraduate and graduate degree program when both the undergraduate and graduate majors have already been approved. For students pursuing a concurrent undergraduate bachelor's degree and graduate degree, a maximum of 6 graduate credits can be double counted for both the bachelor's degree and the graduate degree subject to the Program of Study committee approval.

The proposal will be reviewed by the Graduate Curriculum and Catalog Committee, by the Graduate Council, by the Graduate College, and by the Dean of the Graduate College.

## The Proposal for Concurrent Degree Programs

The proposal for concurrent degree programs should include the following information:

### 1. Name of the program of majors

Event Management (EM)

### 2. Name of the degrees

Bachelor of Science in Event Management (BS EM)

Masters in Science in Event Management (MS EM)

### 3. Name of the department(s) which administer(s) the program

Department of Apparel, Events, and Hospitality Management

### 4. Rationale for the concurrent degree program

The BS EM program started in 2011, and to date, the program has conferred over 550 degrees. Furthermore, the MS EM program started in Fall 2019. We aim to provide another option for undergraduate students seeking graduate education in event management.

### 5. Admission procedures and requirements

Students currently enrolled in the BS EM program and classified as a senior may be eligible to apply for the Concurrent BS EM/MS EM degree program. For concurrent admission, the student must have an accumulative GPA of 3.0 or higher and be within 18 credits of completing requirements for their BS EM.

### 6. Requirements of the program

Up to six credits of graduate level coursework taken as an undergraduate during the semester of concurrent enrollment may be double-counted toward the BS M and MS EM.

Additionally, we have developed an AESHM Concurrent Degree Form (Appendix) to assist students with the process.

## **7. Expected enrollment**

8-10 students

## **8. If not already addressed, answer the following:**

### **A. How will the undergraduate degree plan and graduate program of study be developed?**

Once the student is accepted into the concurrent program, EM DOGE will work with the student to develop the student to develop the program of study until a POS committee is established.

### **B. When will the student have a major professor?**

The student will have a major professor the semester the student is classified as a graduate student. After selecting a major professor, the student will have POS meeting with three committee members (including the major professor).

### **C. Will graduate assistantships be provided?**

Graduate assistantships will not be provided.

### **D. Will a thesis be required?**

A thesis will not be required; however, a creative component will be required.

### **E. Who will be responsible for the administration of the program?**

EM Graduate Faculty will be responsible for administration of the program.

### **F. How much time is required to complete the program? Show a semester-by-semester plan.**

It is expected that students will complete the program within two semesters after graduation with a BS EM degree. Please see below the semester-by-semester plan.

### **G. Will students be allowed to double count credits? If so, how many?**

Yes, students will be able to double count 6 credits (highlighted in yellow on semester-by-semester plan).

## **9. Attach memos showing approval by appropriate department and college committees, faculty, and administrators.**

Please see below.

# EVENT MANAGEMENT

## BS to MS: 5 Year Concurrent Plan

*5-year Plan Proposed for Iowa State University 2019-2020 Catalog*

<b>FIRST YEAR (Freshman: 0-29 credits)</b>			
<b>FALL SEMESTER</b>		<b>SPRING SEMESTER</b>	
ENGL 150: Critical Thinking & Comm.	3	ECON 101: Microeconomics	3
AESHM 112: Orientation for AESHM	1	Professional Electives course	3
AESHM 113E: Professional Dev. For AESHM	2	AESHM 175D: AESHM Formulas	2
EVENT 271: Intro to Event Management	3	Natural Science 'Select from' course	3
HSP M 101: Intro to Hospitality Industry	3	ENGL 250: Written, Oral, Visual, Electronic	3
Social Science 'Select from' course	3	Library 160: Library Instruction	1
<b>TOTAL</b>	<b>15</b>	<b>Total</b>	<b>15</b>
<i>Total credits for first year: 30 credits</i>		<b>Total Undergraduate Credits Earned: 30 credits</b>	
		<b>Total graduate credits: NA</b>	

<b>SECOND YEAR (Sophomore: 30-59 credits)</b>			
<b>FALL SEMESTER</b>		<b>SPRING SEMESTER</b>	
Social Science 'Select from' course	3	AESHM 311E: Seminar on Careers & Internships	1
EVENT 212: Digital Production in Event Mgmt.	3	Select from: ACCT 215 or HSP M 315	3
AESHM 287: Principles of Mgmt. in HS	3	AESHM 238: Human Resource Management	3
Math 'Select from' course	3	EVENT 371: Conference & Meeting Planning	3
General Elective	3	Professional Electives course	3
		General Elective	3
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>16</b>
<i>Total credits for second year: 31 credits</i>		<b>Total Undergraduate Credits Earned: 61 credits</b>	
		<b>Total graduate credits: NA</b>	

<b>THIRD YEAR (Junior: 60-89 credits)</b>			
<b>FALL SEMESTER</b>		<b>SPRING SEMESTER</b>	
EVENT 471: Special Events Coordination	3	EVENT 485: Event Management Production	3
AESHM 342: Aesthetics of Consumer Experience	3	STAT 101: Statistics	4
Speech/Communication 'Select from' course	3	HSP M 260: Global Tourism	3
AESHM 340: Marketing Strategies	3	Event Management Electives course	3
Professional Electives course	3	Humanities course	3
General Elective	3	General Elective	1
<b>TOTAL</b>	<b>18</b>		<b>17</b>
<i>Total credits for third year: 36 credits</i>		<b>Total Undergraduate Credits Earned: 97 credits</b>	
		<b>Total graduate credits: NA</b>	
<i>Could take additional course in previous summer to lighten load</i>			

<b>SUMMER (Senior: 90+ credits)</b>		
AESHM 470F: Supervised Prof. Internship	3	
<i>Total credits for summer: 3 credits</i>		<b>Total Undergraduate Credits Earned: 100 credits</b> <b>Total graduate credits: NA</b>

<b>FOURTH YEAR (Senior: 90+ credits) (Graduate student status)</b>			
<b>FALL SEMESTER</b>		<b>SPRING SEMESTER</b>	
AESHM 411E: Seminar on Current Issues	1	AESHM 474: Entrepreneurship in HS	3
HS 105: First Aid and Emergency Care	2	Event Management Electives course	3
General Elective	3	EVENT 367: Event Sales	3
ACCT 284	3		
EVENT 531*, Case Studies in Event Management (UG: Event Management Elective. Graduate: required course.)	3	Event Management elective* (UG: Event Management elective. Graduate: EM elective)	3
HSP M 505, Hospitality Management Scholarship and Application (graduate class)	1	Hospitality Management select from course (graduate class)	3
<b>TOTAL</b>	<b>13</b>	<b>TOTAL</b>	<b>15</b>
<i>Total credits for fourth year: 28 credits</i>		<b>Total Undergraduate Credits Earned: 123 credits</b>	
<i>*Course will be used towards BOTH undergraduate degree and graduate degree</i>		<b>Total graduate credits: 10 credits</b>	

<b>GRAD SUMMER (Graduate student status)</b>		
EVENT 634, Theory and Research Seminar in Event Management	3	
RES EV 550, Introduction to Educational Research	3	
<i>Total credits for summer: 6 credits</i>		<b>Total Undergraduate Credits Earned: 123 credits</b> <b>Total graduate credits: 16 credits</b>

<b>FIFTH YEAR (Graduate student status)</b>			
<b>FALL SEMESTER</b>		<b>SPRING SEMESTER</b>	
Statistics	3-4	EVENT 561, Advanced Topics in Event Management	3
Graduate Courses offered by Other Department	3	Graduate Courses offered by Other department	2-3
Event Management graduate elective	3	EVENT 599, Creative Component in Event Management	3
<i>Total credits for fifth year: 17-19 credits</i>		<b>Total Undergraduate Credits Earned: 123 credits</b> <b>Total graduate credits: 33-35</b>	

<b>GRAD SUMMER</b> ( <i>Graduate student status</i> )		
Hospitality Management graduate elective	3	
<i>Total credits for summer: 3 credits</i>		<b>Total Undergraduate Credits Earned: 94-95 credits</b> <b>Total graduate credits: 36-38</b>

Courses in pink represent graduate courses.

Courses in yellow represent graduate credits can be double counted for both the bachelor's degree and the graduate degree.

**Date:** Feb. 25, 2020

**Subject:** Approval of Concurrent BS (EM)/MS(EM) proposal

To whom it may concern:

The AESHM Curriculum Committee approved the proposal of Concurrent BS(EM)/MS(EM) unanimously on February 2, 2020. We are in full support of this proposal.

Regards,



Guowen Song  
Chair of AESHM Curriculum Committee

**IOWA STATE UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

February 25, 2020

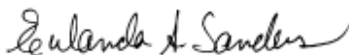
Dr. William R. Graves  
Dean of the Graduate College  
Iowa State University

College of Human Sciences  
Department of Apparel, Events,  
and Hospitality Management  
31 MacKay Hall  
Ames, Iowa 50011-1121  
515 294-7474  
FAX 515 294-6364  
e-mail [aeshm@iastate.edu](mailto:aeshm@iastate.edu)

Dear Dean Graves,

The Department of Apparel, Events, and Hospitality Management (AESHM) is supportive of the concurrent degree program in Event Management (BS) and Event Management (MS). Masters in EM supports the AESHM department mission and EM program mission of "being leaders in undergraduate and graduate education in the areas of event management and planning" by sharing and applying knowledge to improve people's lives by meeting the needs of families, communities, schools, nonprofit organizations, entrepreneurs, and businesses. Furthermore, this program will ensure student access to an exceptional education in the area of EM. By educating current and future event managers and planners, this program will improve the quality of life for Iowans as graduates of this program will have a firm understanding of the importance of events to businesses and communities. This option would also increase the visibility of our graduate and research programs in Event Management.

Sincerely,



Eulanda A. Sanders, Ph.D.  
Chair, Department of Apparel, Events and Hospitality Management (AESHM)  
Professor and Donna R. Danielson Professor  
in Textiles and Clothing  
College of Human Sciences  
Iowa State University  
Ames, Iowa 50011  
Email: [sanderse@iastate.edu](mailto:sanderse@iastate.edu)  
Phone: 515-294-7474

February 20, 2020

Dr. William R. Graves  
Dean of Graduate College  
Iowa State University

Dear Dr. William R. Graves:

LETTER OF SUPPORT – CONCURRENT PROGRAM EVENT MANAGEMENT

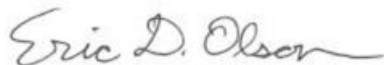
In 2011, the Department of Apparel, Events, and Hospitality Management (AESHM) began a Bachelor in Science in Event Management degree; over 550 degrees have been conferred. In 2019, AESHM began a Masters in Event Management degree, one of the first graduate programs in the world in Event Management.

We aim to provide the concurrent program in event management as an option for our current students interested in these two degrees.

As the Event Management Director or Graduate Education, I strongly support this program and will oversee efforts of this program.

If you have any questions, please contact me at 515-294-0699 or email [olsoned@iastate.edu](mailto:olsoned@iastate.edu).

Sincerely,



Dr. Eric D. Olson  
Assistant Professor  
Director of Event Management Program  
Event Management Director of Graduate Education  
Department of Apparel, Events, and Hospitality Management  
Iowa State University, Ames, Iowa



**Appendix  
AESHM Concurrent Program Procedures Form**



**Apparel, Events, and Hospitality Management (AESHM)  
Concurrent Bachelor's of Science + Master's of Science Degree  
Program Procedures Form**

**Rationale**

The concurrent degree program helps students expedite the completion of a master's degree along with their bachelor's degree. The concurrent degree allows many students to complete a bachelors and masters within 4.5 or 5.5 years, taking graduate and undergraduate courses simultaneously in the 4<sup>th</sup> year and beyond. Six credits of graduate coursework can be used to meet *both* undergraduate and graduate requirements.

In each entering freshman class, approximately 30% of students arrive with at least 10 college credits accumulated. This makes it possible for these capable students to graduate with two degrees in 5 years. Concurrent students are eligible for research and teaching assistantships.

In some instances, the concurrent degree will make students eligible to engage in teaching and research activities during their senior years as graduate assistants. In terms of employment following graduation, having a MS degree may open opportunities to teach in community colleges. According to information from the three AESHM program's executive advisory council members and graduates, a master's degree provides a competitive advantage when seeking industry managerial positions, and hones the research, analytical, and writing skills needed for managerial positions. Students may elect the thesis option to prepare for admission to a Ph.D. program or non-thesis option is preparing for entering industry.

**Procedures Checklist**

**Pre-Application Period (First-Year to the Junior Years)**

- Review the requirements for the graduate program sample semester plans.
- Contact your undergraduate (UG) advisor early in their program to review these documents and to begin to take the proper courses each semester, which will facilitate BS/MS degree completion in 4.5 or 5.5 years. Note that a 3.0 GPA is needed to be unconditionally admitted to the program.
- The UG advisor can work with you in selecting the right UG courses by semester for a *tentative* plan of study.
- The UG advisor, student, and Director of Graduate Education (DOGE; Dr. Ann Marie Fiore for AMD, Dr. Tianshu Zheng for HSPM, and Dr. Eric D. Olson for EM) will work together to select the **six credits** that can be used to fulfill UG and graduate degree

requirements simultaneously and additional courses needed to fulfill the master's degree requirements. This is a *tentative* plan of study so that you can affirm interest in the concurrent degree program

### **Application Preparation and Submission Period (Junior Year or Upon Completing 60 Credits)**

- One year prior to admission into the program, take the GRE or GMAT for AMD and HSP M. This would be in fall semester or very early spring semester before you apply for the concurrent degree program for the following year fall admission.
- The application is submitted in the semester before desired admission into the concurrent program (e.g., by February 15 of the junior year or when completing 60 credits for a fall semester admission; October 15 for spring admission)
- IMPORTANT:** Once you are admitted into the concurrent degree program, you are classified as a graduate student; your eligibility for financial aid and some scholarship may be affected adversely when converting to graduate student status. This varies by funding source. The Graduate College is looking at a way to eliminate this issue.
- Therefore, before applying to the concurrent degree program, you **MUST** meet with a financial aid advisor or other funding source representative (e.g., bank if a personal loan) to determine the impact of graduate student status on your college funding sources. Graduate student status usually occurs in your senior year.
- You should also check the tuition and fees difference between UG and graduate courses, see <https://www.registrar.iastate.edu/fees>. The AESHM Department offers experiential learning-based majors, which assess slightly higher tuition amounts than other graduate programs.
- At your meeting with financial aid/funding source representative(s) have the representative(s) **sign the Financial Understanding Form** (see below). This form documents that you understand the impact of the change to graduate student status, usually starting in the senior year, has on their educational funding.
- You will apply for the concurrent degree program using the form [https://www.grad-college.iastate.edu/documents/forms/Application for an ISU Undergraduate Student Wishing to Pursue a Concurrent Graduate Certificate or Graduate Degree.pdf](https://www.grad-college.iastate.edu/documents/forms/Application%20for%20an%20ISU%20Undergraduate%20Student%20Wishing%20to%20Pursue%20a%20Concurrent%20Graduate%20Certificate%20or%20Graduate%20Degree.pdf) found on the Graduate College website.
- Along with this form, you must submit the following application materials
  - a. Three letters of recommendation
  - b. Official GRE or GMAT scores (for AMD and HSP M)
  - c. Unofficial undergraduate transcripts from ISU and other institutions
  - d. A Statement of Purpose that describes the student's background, reasons for interest in the graduate program, area of focus (e.g., AMD: creative design, buying, merchandising, sourcing, sustainability, product development and HSPM: lodging operations, hospitality marketing, foodservice management, and food safety and EM), and future goals after graduation

- e. If wanting to focus on design, you should also submit a PDF of your creative/technical design portfolio.
- Submit your application for the concurrent degree program and signed Financial Understanding Form to LouAnn Doyle in 31 MacKay Hall in the semester before you apply for the program, usually after 60 credits. Please apply by February 15 for summer or fall semester admission and October 15 for entering in spring semester.
  - Once the concurrent degree application is approved by the Graduate College, you are classified as a Graduate Student for the semester of admission noted on the application form. Your financial aid eligibility changes with the semester of admission.**
  - If more than one semester between the original meeting with financial representatives and the application, you MUST again meet with a financial aid officer and amend the Financial Understanding Form to confirm the impact of financial aid for the coming year.*
  - Once admitted, ask the DOGE ([amfiore@iastate.edu](mailto:amfiore@iastate.edu) or [tzheng@iastate.edu](mailto:tzheng@iastate.edu)) for an assistantship application and complete the CHS scholarship form <https://www.hs.iastate.edu/scholarships-and-financial-aid/chs-graduate-student-scholarships/>. For best chances please apply by March 1, the priority deadline.
  - Following confirmation of admission to the concurrent degree program, you should meet with your UG advisor and DOGE to determine courses to take by semester to meet the degree requirements.
  - As a requirement of the graduate program, you must establish a Program of Study (POS) committee, which includes a major professor, another AMD, HSPM, and EM faculty member, and one faculty member outside AMD, HSPM, and EM no later than the (October or March) of the second semester classified as a graduate student. The DOGE will assist in this process, including identifying faculty members who are a good fit with your master degree focus.

**Financial Understanding Form for Concurrent Degree Undergraduate Students  
Department of Apparel Events and Hospitality Management**

Student Name \_\_\_\_\_

Program \_\_\_\_\_

Date \_\_\_\_\_

Financial Aid Advisor Name \_\_\_\_\_

Sources of funding	Amount Received	Will funding apply if changed to graduate student Check Yes or NO		Notes
		Yes	No	
		Yes	No	
		Yes	No	
		Yes	No	
		Yes	No	

I understand that starting in the \_\_\_\_\_ (semester and year), I will be classified as a graduate student. When classified as a graduate student, I will be assessed graduate student tuition and fees, and will lose sources of financial aid that are only available to undergraduate students.

\_\_\_\_\_

Student Signature

\_\_\_\_\_

Date

\_\_\_\_\_

Undergraduate Advisor Signature

Date

\_\_\_\_\_

Financial Aid Advisor Signature

Date

Amended Signature and Date, if more than one semester between the time of meeting with the financial aid representative and admission into the concurrent program:

\_\_\_\_\_

Financial Aid Advisor Signature

\_\_\_\_\_

Date