Leadership Skills in Event Management Courses

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**LEADERSHIP SKILLS THEORY** (Katz, 1955)
- Technical Skills
- Human Skills
- Conceptual Skills
  - Strategic Planning
  - Creativity
  - Communication
  - Accountability
  - Cooperation
  - Delegation
  - Vision
  - Focus
  - Approach

**EXPERIENTIAL LEARNING THEORY** (Kolb, 1984)
- Concrete Experiences
- Reflective Observations
- Abstract Conceptualization
- Active Experimentation

**EVENT MANAGEMENT COURSE**
- Students
- Experiential Learning Course Requirements

**EVENT PLANNING**
- Workshop/Seminar or Food & Beverage Event
- Students in Groups
- Application of LS Theory

**SURVEY**
- Post Event
- Students Surveyed
- Leadership Skills Learned and Demonstrated

**EVENT MANAGEMENT CAREERS**
- Application of Leadership Skills Learned and Demonstrated

**EVENT MANAGEMENT CURRICULUM**
- Increase Leadership Skills Focus

**LEADERSHIP SKILLS**
- Learned or Demonstrated
- Learned
- Demonstrated

<table>
<thead>
<tr>
<th>Skill</th>
<th>Learned or Demonstrated</th>
<th>Learned</th>
<th>Demonstrated</th>
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</thead>
<tbody>
<tr>
<td>Communication (h)</td>
<td>90.7%</td>
<td>82.6%</td>
<td>80.2%</td>
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<tr>
<td>Commitment (h)</td>
<td>75.6%</td>
<td>58.1%</td>
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<tr>
<td>Strategic Planning (t)</td>
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<td>Accountability (h)</td>
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<td>57.0%</td>
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<td>Creativity (t)</td>
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<td>Cooperation (h)</td>
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<td>43.0%</td>
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<td>Vision (c)</td>
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<td>Delegation (h)</td>
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<td>Approach (c)</td>
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<td>27.9%</td>
<td>29.1%</td>
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</table>

**Students’ Top 5 Leadership Skills for EM Careers**
- Communication (90.7%)
- Commitment (75.6%)
- Strategic Planning (74.4%)
- Accountability (70.9%)
- Creativity (69.8%)