



Grande Prairie Regional College

School of Business

Department of Business

COURSE OUTLINE – FALL 2007

HP 2260 3 (3-0-0) – Event and Convention Management

Instructor Carolyn Vasileiou

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Office Hours Tuesday & Thursday
10:00 – 11:30 am or by
appointment

Prerequisite(s)/corequisite(s):

None

Required Text/Resource Materials:

Shone, Anton, and Parry, Bryn. (2004) Successful Event Management: A Practical Handbook (Second Edition). Croatia. Thomson Learning.

Description:

Students will examine the art and science of planning major events and will explore the many facets that comprise the convention industry.

Credit/Contact Hours:

This is a 3 credit course with 3 lecture hours per week. Students are expected to attend all classes and participate in events that are part of the class format.

Delivery Mode(s):

Class time will involve lecture, group discussions, group work, individual reflection, examinations, guest speakers, community involvement, field study and presentations.

Objectives:

1. Understand the importance of event and convention management in relation to the hospitality and tourism industry and economic development.
2. Anticipate requirements needed in planning and managing an event or meeting.
3. By using management principles, be able to provide sound planning, management and evaluation techniques to an event.
4. Explore career opportunities within this field.

Transferability:

University of Calgary (pending). Please consult receiving institution as transferability varies.

Grading Criteria:

| | |
|----------------------------|-----|
| Event Participation | 10% |
| Assignments | 10% |
| Group Project | 30% |
| (Final Report – 20%) | |
| (Final Presentation – 10%) | |
| Midterm Exam | 20% |
| Final Exam | 30% |

Grades will be assigned on the Letter Grading System.

Business Administration and Commerce Department
Grading Conversion Chart

| Alpha Grade | 4-point Equivalent | Percentage Guidelines | Designation |
|--------------------|---------------------------|------------------------------|-----------------------------|
| A+ | 4 | 90 – 100 | EXCELLENT |
| A | 4 | 85 – 89 | |
| A- | 3.7 | 80 – 84 | FIRST CLASS STANDING |
| B+ | 3.3 | 76 – 79 | |
| B | 3 | 73 – 75 | GOOD |
| B- | 2.7 | 70 – 72 | |
| C+ | 2.3 | 67 – 69 | SATISFACTORY |
| C | 2 | 64 – 66 | |
| C- | 1.7 | 60 – 63 | |
| D+ | 1.3 | 55 – 59 | MINIMAL PASS |
| D | 1 | 50 – 54 | |
| F | 0 | 0 – 49 | FAIL |

Course Policies:

All assignments must be word processed or typewritten.

Students are required to save a copy of any written work submitted for marking.

Assignments are due on the dates set by the instructor. If there is a valid reason for an extension, it must be requested prior to the due date. Unauthorized late assignments will have a 10% per-day late penalty applied to the assigned grade.

Regular attendance is critical to success in HP 2260. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete assigned readings, in-class work and assigned homework.

If a student is unable to attend a test, the instructor must be advised before the test is administered. The test will then be written at a time that is convenient for both the instructor and the student. Failure to notify the instructor of an absence will result in a grade of 0 for that test.

It is expected that students will be welcoming and attentive to all guest speakers.

Course Schedule/Timeline:

| <u>Week</u> | <u>Topic</u> | <u>Required Reading</u> |
|--------------------|--|--------------------------------|
| September 4 | Introduction and Overview | |
| September 10 | The Events Business | Read Chapter 1 |
| September 17 | Market Demand | Read Chapter 2 |
| September 24 | Supply and Suppliers | Read Chapter 3 |
| October 1 | Social, Economical, Political , and Developmental Implications | Read Chapter 4 |
| October 8 | No class | |
| October 10 | Making a Start | Read Chapter 5 |
| October 15 | Events Planning | Read Chapter 6 |
| October 22 | Financial Management | Read Chapter 7 |
| October 29 | Logistics | Read Chapter 8 |
| November 5 | Marketing | Read Chapter 9 |
| November 12 | No class | |
| November 14 | Managing the event | Read Chapter 10 |

| | | |
|-------------|----------------------|-----------------|
| November 19 | Manager and the team | Read Chapter 11 |
| November 26 | Close down and eval. | Read Chapter 12 |
| December 3 | Review | |

This schedule is subject to change depending on the needs of the class and the availability of guest speakers.

Examinations:

Final examinations will be scheduled by the Registrar during the period Monday, December 10, 2007 to Wednesday, December 19, 2007. **DO NOT PLAN ANY ACTIVITIES DURING THIS PERIOD.**

Statement on Plagiarism:

Plagiarism will not be tolerated. Please ensure you read and understand the College policy on plagiarism as published in the Calendar. If you have any questions as to whether or not you might be violating this policy, please discuss this with your instructor before you submit your assignment. The instructor reserves the right to use electronic plagiarism detection services.