



# Grande Prairie Regional College

**School of Business**

**Department of Business**

COURSE OUTLINE – FALL 2008

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

**Instructor** Carolyn Vasileiou

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**Office Hours** Tuesday & Thursday  
1:00 – 2:30 pm or by  
appointment

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### **Required Text/Resource Materials:**

Fenich, George G., (2008) Meetings, Expositions, Events, & Conventions: An Introduction to the Industry (Second Edition). New Jersey. Pearson Prentice Hall.

### **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 may 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:**

There are various institutions with transfer agreements with our college. Please consult receiving institution as transferability varies and arrangements are subject to change.

**Grading Criteria:**

President's Ball Participation & journal response	5%
Festival of Trees attendance & journal response	5%
Article review	10%
Assignments	15%
Project	30%
(Report – 20%)	
(Presentation – 10%)	
Midterm Exam	15%
Final Exam	20%
Total:	100%

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department  
Grading Conversion Chart**

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

**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 and aware that they are representing the college when in the community on college related business. Therefore, please behave appropriately.

**Course Schedule/Timeline:**

<b><u>Week</u></b>	<b><u>Topic</u></b>	<b><u>Required Reading</u></b>
September 5	Introduction	
September 10 - 12	What is this Industry?	Chapters 1- 2
September 17- October 24	Key Players in the Industry	Chapters 3 - 8
October 29 – December 5	Important Elements in the Industry	Chapters 9 - 15

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 December 10 - 19, 2008. **DO NOT PLAN MAJOR 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.