



Grande Prairie Regional College
School of Health, Wellness & Career Studies
Department of Business

COURSE OUTLINE – FALL 2011

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

Instructor Carolyn Vasileiou

Phone 539-2221

Office C 201

E-mail cvasileiou@gprc.ab.ca

**Office
Hours**

Monday & Wednesday: 10:00 –
11:30 am

By appointment at other times, or on
a drop in basis if I'm free

Required Text/Resource Materials:

Van Der Wagen, L. & Carlos, B. (2005). *Event management: For tourism, cultural, business, and sporting events*. Upper Saddle River, NJ: Pearson Education.

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. In this course there is opportunity for practical experience and therefore, the hours of class delivery must be flexible. Some evening work will be required.

Objectives:

1. Understand the importance of event and convention management in relation to the hospitality and tourism industry and economic development.
2. Learn necessary requirements for design and conduct of a successful event.
3. Apply management principles to planning, management and evaluation of an event.
4. Explore career opportunities within this field.

Transferability:

Currently there is a 2& 2 arrangement with Royal Roads University and other agreements are pending with various institutions. Please consult with the receiving institution to determine transferability.

Grading Criteria:

President's Ball participation & journal response	10%
Career exploration	10%
2 tests	30%
Assignments	15%
Project	25%
Project evaluation	10%
Total:	100%

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 and aware that they are representing the college when in the community on college related business.

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
September 9	Course Outline	
September 14 - 16	Introduction, Concept & Design	Chapters 1- 2
September 21 - 23	Feasibility & Legal Compliance	Chapter 3 -4
September 28 – 30	Marketing & Promotion	Chapter 5 – 6
October 5 - 7	Financial Management & Risk Management	Chapters 7 - 8
October 12 - 14	Planning	Chapter 9

October 14	1 st Test	
October 19 - 21	Protocol & Staging	Chapters 10 – 11
October 21	President's Ball Set –up	
October 22	President's Ball	
October 26 - 28	Staffing	Chapter 12
November 2 - 4	Leadership, Operations & Logistics	Chapters 13 - 14
November 9 - 11	Safety & Security Crowd Management & Evacuation	Chapter 15 -16
November 11	No School	
November 23 - 25	Monitoring, Control, & Evaluation	Chapter 17
November 30 – Dec 2	2 nd Test	
December 7 – 9	Careers in a Changing Environment	Chapter 18

The above schedule is subject to change depending on the needs of the class.

Examinations:

There will be two tests in the course, but there is **NOT** a final exam.

Statement on Plagiarism:

The instructor reserves the right to use electronic plagiarism detection services.