



DEPARTMENT OF BUSINESS

COURSE OUTLINE – FALL 2012

HP 2260- EVENT AND CONVENTION MANAGEMENT

3(3-0-0) 45 HOURS

INSTRUCTOR: Carolyn Vasileiou **PHONE:** 780-539-2221
OFFICE: C 201 **E-MAIL:** cvasileiou@gprc.ab.ca

OFFICE HOURS: Monday & Wednesday 10 – 11:30 am or by appointment

PREREQUISITE(S)/COREQUISITE: No

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.

CALENDAR 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.*

* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure 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.

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A ⁺	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A ⁻	3.7	80 – 84	FIRST CLASS STANDING
B ⁺	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B ⁻	2.7	70 – 72	
C ⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C ⁻	1.7	60 – 62	
D ⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

EVALUATIONS:

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

STUDENT RESPONSIBILITIES:

All assignments must be word processed unless otherwise indicated.

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.

STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

**Note: all Academic and Administrative policies are available on the same page.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week	Topic	Required Reading
September 7	Course Outline	
September 10-14	Introduction, Concept & Design	Ch. 1-2
September 17-21	Feasibility & Legal Compliance	Ch. 3-4
September 24-28	Marketing & Promotion	Ch. 5-6
October 1-5	Financial & Risk Management	Ch. 7-8
October 8-12	Planning	Ch. 9

October 12	1 st test	
October 15-19	Protocol & Staging	Ch. 10-11
October 19	President's Ball Set-up	
October 20	President's Ball	
October 22-26	Staffing	Ch.12
November 5-8	Leadership, Operations & Logistics	Ch. 13-14
November 9-13	Fall Break	
November 14-16	Safety & Security, Crowd Management & Evacuation	Ch.15-16
November 19- 23	Monitoring, Control & Evaluation	Ch. 17
November 28	Careers in a changing environment	Ch.18
November 30	2 nd test	
December 3-7	Presentations	

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