



DEPARTMENT OF BUSINESS

COURSE OUTLINE – FALL 2013

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 block transfer arrangement with Royal Roads University (Victoria) and Thompson Rivers University (Kamloops). Agreements with other institutions are pending. A 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%
Festival of Trees* participation & journal response	10%
Career exploration & presentation	15%
Tests (two during the term)	30%
Assignments	15%
Project	20%
Total:	100%

*Festival of Trees is on from November 22-24 at the TEC Centre, Evergreen Park.

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	95 – 100	EXCELLENT
A	4.0	90 – 94	
A ⁻	3.7	85 – 89	FIRST CLASS STANDING
B ⁺	3.3	80 – 84	
B	3.0	76 – 79	GOOD
B ⁻	2.7	72 – 75	
C ⁺	2.3	67 – 71	SATISFACTORY
C	2.0	64 – 66	
C ⁻	1.7	60 – 63	
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 6	Course Outline	
September 11-13	Introduction, Concept & Design	Ch. 1-2
September 18-20	Feasibility & Legal Compliance	Ch. 3-4
September 25-27	Marketing & Promotion	Ch. 5-6

October 2-4	Financial & Risk Management	Ch. 7-8
October 9-11	Planning	Ch. 9
October 16	1 st Test	
October 18-23	Protocol & Staging	Ch. 10-11
October 25	President's Ball Set-up	
October 26	President's Ball***	
October 30 – November 1	Staffing & Leadership	Ch.12-13
November 6	Operations & Logistics	Ch. 14
November 8-11	Fall Break	
November 13-15	Safety & Security, Crowd Management & Evacuation	Ch.15-16
November 20- 22	Monitoring, Control & Evaluation	Ch. 17
November 27	Careers in a changing environment	Ch.18
November 29	2 nd test	
December 4-6	Presentations	

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

***The President's Ball is going to be held on Saturday, October 26th at the Crystal Centre. This is an evening event and part of the class grading criteria, so please set this date aside.