



## DEPARTMENT OF BUSINESS

### COURSE OUTLINE – FALL 2014

#### HP 2260- EVENT AND CONVENTION MANAGEMENT

**3(3-0-0) 45 HOURS**

**INSTRUCTOR:** Carolyn Vasileiou

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**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 two 80 – minute classes per week. Students are expected to attend all classes and participate in events that are part of the class format.

#### **DELIVERY MODE(S):**

The course work includes lectures, group discussions, group work, individual reflection, guest speakers, community involvement, field study and presentations. As there is practical experience in this class, it will necessitate flexibility and class times may be adjusted to accommodate this. 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). 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 (October 25)- & journal response	10%
Community Foundation Gala Event* or Festival of Trees** participation & journal response	10%
Career exploration & presentation	15%
Midterm	15%
Assignments	20%
Final Project	30%
<b>Total:</b>	<b>100%</b>

\*Community Foundation Gala is on Saturday, September 27 at the Entrec Centre

\*\*Festival of Trees is on November 15, and 21 - 23 at the Entrec Centre

Grades will be assigned on the Letter Grading System.

<b>GRANDE PRAIRIE REGIONAL COLLEGE</b>			
<b>GRADING CONVERSION CHART</b>			
<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4.0</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4.0</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>77 – 79</b>	
<b>B</b>	<b>3.0</b>	<b>73 – 76</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>2.0</b>	<b>63 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 62</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1.0</b>	<b>50 – 54</b>	
<b>F</b>	<b>0.0</b>	<b>0 – 49</b>	<b>FAIL</b>
<b>WF</b>	<b>0.0</b>	<b>0</b>	<b>FAIL, withdrawal after the deadline</b>

**EVALUATIONS:**

There will be a midterm in this class.

**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/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

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

#### **COURSE SCHEDULE/TENTATIVE TIMELINE:**

<b>Week</b>	<b>Topic</b>	<b>Required Reading</b>
September 5	Course Outline	
September 10-12	Introduction, Concept & Design	Ch. 1-2
September 17-19	Feasibility & Legal Compliance	Ch. 3-4
September 24-26	Marketing & Promotion	Ch. 5-6

October 1-3	Financial & Risk Management	Ch. 7-8
October 8-10	Planning	Ch. 9
October 15	Midterm	
October 17-22	Protocol & Staging	Ch. 10-11
October 24	President's Ball Set-up	
October 25	President's Ball***	
October 29-31	Staffing & Leadership	Ch.12-13
November 5-7	Operations & Logistics	Ch. 14
November 8-11	Fall Break	
November 12-14	Safety & Security, Crowd Management & Evacuation	Ch.15-16
November 19- 21	Monitoring, Control & Evaluation	Ch. 17
November 26 -28	Careers in a changing environment	Ch.18
December 3-5	Project	

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 25<sup>th</sup> at the Crystal Centre. This is an evening event and part of the class grading criteria, so please set this date aside.