



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION**

**COURSE OUTLINE – FALL 2015**

**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. & White, L. (2010). *Event management: For tourism, cultural, business, and sporting events*. Pearson Australia.

**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.

**COURSE OBJECTIVE:**

To acquaint students with the many facets of effective and well run events, learn of the broad spectrum this industry covers, and become more proficient at planning an conducting an event.

**COURSE OUTCOMES:**

By the end of the course, students should be able to:

1. Identify and appreciate the placement of event and convention management in relation to the hospitality and tourism industry and economic development.
2. Know the necessary requirements for effective design and completion of a successful event.
3. Apply management principles to planning, execution, management and evaluation of an event.
4. Identify career opportunities within this field.

**TRANSFERABILITY:**

Note: 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 24)- & journal response	15%
Community Foundation Gala Event, Festival of Trees participation, or other such Event & journal response	15%
Career exploration & presentation	20%
Assignments	20%
Final Exam	30%

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.

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:**

<u>Week</u>	<u>Topic</u>	<u>Required Reading / Assignments</u>
<b>Week 1</b>	<ul style="list-style-type: none"> <li>Industry Knowledge, Event Concepts</li> </ul>	Chapter 1 & 2
<b>Week 2</b>	<ul style="list-style-type: none"> <li>Venues, Staging, Customer Service</li> </ul>	Chapter 3,4,5
<b>Week 3</b>	<ul style="list-style-type: none"> <li>Marketing, Sponsorship, Protocol</li> </ul>	Chapter 6,7,8
<b>Week 4</b>	<ul style="list-style-type: none"> <li>Regulations, Business Relationships</li> </ul>	Chapter 9,10
<b>Week 5</b>	<ul style="list-style-type: none"> <li>People Management</li> </ul>	Chapter 11,12
<b>Week 6</b>	<ul style="list-style-type: none"> <li>Project Management</li> </ul>	Chapter 13,14
<b>Week 7</b>	<ul style="list-style-type: none"> <li>Infrastructure and Services</li> </ul>	Chapter 15,16
<b>Week 8</b>	<ul style="list-style-type: none"> <li>Safety, Security, Crowd Control</li> </ul>	Chapter 17,18
<b>Week 9</b>	<ul style="list-style-type: none"> <li>Catering, Sustainability Practices</li> </ul>	Chapter 19,20
<b>Week 10</b>	<ul style="list-style-type: none"> <li>Financial Information</li> </ul>	Chapter 21,22
<b>Week 11</b>	<ul style="list-style-type: none"> <li>Event Trends, Legal Issues</li> </ul>	Chapter 23,24
<b>Week 12</b>	<ul style="list-style-type: none"> <li>Feasibility and Risk</li> </ul>	Chapter 25,26
<b>Week 13</b>	<ul style="list-style-type: none"> <li>PR, Proposals</li> </ul>	Chapter 28,29,30

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

**Updated August 28, 2015**