COURSE TITLE:
BUS 229/HRM229 – Event Planning and Management II

PREREQUISITES:
BUS 129/HRM229 – Event Planning and Management I

CREDITS/HOURS:
3 Semester Hours; 3 Lecture Hours

COURSE DESCRIPTION:
As the continuation course in EVENT PLANNING AND MANAGEMENT, BUS 229/HRM229 - EVENT PLANNING AND MANAGEMENT II will provide the information and tools needed to meet the needs and expectations of participants of meeting and event participants in an ever-changing profession and conceptual age, with content relevant to the required daily activities and decisions.

COURSE CONTENT:
Units of the course will consist primarily of one or two chapters from the text which encompass roughly, 20 to 25 pages of text. Additionally, there will be FOUR project/assignments.

Students in this course will learn:

1. Meeting Procedures, which includes, but is not limited to:
   a. Registration Methods and Problems;
   b. Housing and Room Block Management;
   c. Food and Beverage Arrangements;
   d. Exhibitions as “Show Business”;
   e. Signage and Wayfinding for Meeting Managers;
   f. Principles of Audiovisual Use;
   g. Environmentally and Socially Responsible Meetings and Events;
   h. Guest Programs, Hospitality, and Recreation;
   i. Planning Special Events;
   j. Transportation Strategies and Solutions; and
   k. Final Instructions to the Facility and Supplies Team.
2. Meeting Production, which includes, but is not limited to:
   a. Convention Services Manager;
   b. Effective Meeting Communications and On-site Operations;
   c. Suppliers and Contracted Services;
   d. After the Event;

3. Legal and Ethical Considerations, which includes, but is not limited to:
   a. Ethics;
   b. Negotiating Strategically;
   c. Facility Contracts in the Meetings Industry;
   d. Developing Supplier Contracts;
   e. The Americans with Disabilities Act; and
   f. Risk Planning and Emergency Management
   g. Evaluation of the Event
   h. Return on Investment for Meetings and Events

EVALUATION AND GRADING:
1. Project/Assignments (4) = (80%)
2. Class Mark = (20%)

NOTE:
A student's class participation, attitude, and observed effort will be considered in determining the student's class mark. All absences affect Class Mark.

REQUIRED TEXTBOOK:

OTHER COURSE REQUIREMENTS:
When a student is absent from one or more classes, a grade cannot be recorded for those absences on those days since the student was not there to earn a grade.

The attendance book will be available during the class; be sure to check in, otherwise you will be carried in the roll book as being absent.
If the student's schedule and the instructor's office hours conflict, an appointment must be made to meet with the instructor at a time which is convenient to both. It is the student's responsibility to discuss any problem he/she may have in this course with the instructor as soon as possible, so that counseling, advice and/or tutoring can be arranged if needed. The use of cell phones in class is prohibited. CELL PHONES MUST BE TURNED OFF WHILE IN CLASS. If a cell phone rings while a student is in class, the student will be asked to leave and will be considered absent for the day.

If the student MUST receive an emergency call during class, the cell phone MUST be on vibrate or other noiseless indicator, and the student will leave the class quietly so as not to disturb the instructor or other students. If an emergency call is expected, the student must notify the instructor before the class starts.

Students who require accommodations by the American with Disabilities Act (ADA) can request support services from the Office of Specialized Services of Bergen Community College, 201-612-5270 or http://www.bergen.edu/pages/676.asp.

**RESOURCES AND BIBLIOGRAPHY:**


Event Management. Van Der Wagen, L. and Carlos, B.R. Pearson/Prentis Hall, Upper Saddle River, NJ 2005

Meetings, Expositions, Events, and Conventions, 2nd ed. Fenich, G. G. Pearson/Prentis Hall, Upper Saddle River, NJ 2005