

BERGEN COMMUNITY COLLEGE
Department of Business,Hotel/Restaurant/Hospitality

COURSE SYLLABUS

COURSE TITLE:

BUS129/HRM 129– Event Planning and Management I

PREREQUISITES:

None

CREDITS/HOURS:

3 Semester Hours; 3 Lecture Hours

COURSE DESCRIPTION:

As the introductory course in EVENT PLANNING AND MANAGEMENT, BUS129/HRM 129 - EVENT PLANNING AND MANAGEMENT I will provide the information and tools needed to meet the needs and expectations 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 Management Strategies, which include, but are not limited to:
 - a. creating objectives for meetings and events;
 - b. effectively managing your meeting's budget;
 - c. marketing and promotion;
 - d. meetings management;
 - e. small meetings management;
 - f. committees, volunteers and staff; and
 - g. technology toolbox.

2. Destination Options, Issues and Assistance, which include, but are not limited to:
 - a. site selection;
 - b. convention and visitors bureaus;
 - c. technology relevancy factor;
 - d. convention centers;
 - e. conference centers;
 - f. international meetings, conventions, and exhibitions; and
 - g. trade shows.

3. Program Development, which includes, but is not limited to:
 - a. the adult learner;
 - b. program design and development;
 - c. writing effective learner outcomes;
 - d. speakers and speaker bureaus;
 - e. multicultural aspects of meetings; and
 - f. environment 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 final grade. **All absences affect Class Participation grade. One (1) point will be deducted for each absence.**

REQUIRED TEXTBOOK:

Professional Meeting Management, Professional Convention Management Association, 5th ed. Kendall/Hunt Publishing Company, Dubuque, Iowa 2006

OTHER COURSE REQUIREMENTS:

When a student is absent from one or more classes, a grade cannot be recorded for those absences.

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.

OTHER COLLEGE, DIVISIONAL, & DEPARTMENTAL POLICY STATEMENTS

STUDENT AND FACULTY SUPPORT SERVICES

The Distance Learning Office – for any problems you may have accessing your online courses contact psimms@bergen.edu in Room C-329 (201-612-5581); Smarthinking Tutorial Service On Line at: <http://www.bergen.edu/current-students/tutoring/online-tutoring-with-smartthinkingcom>. The Online Writing Lab (OWL) On Line at: www.bergen.edu/owl, The Office of Specialized Services (for Students with Disabilities) www.bergen.edu/oss, The Sidney Silverman Library – Reference Desk Room L-226 201-447-7436

Special Note on the Tutoring Center

The Henry and Edith Cerullo Learning Assistance Center encompasses the Tutoring Center, the English Language Resource Center, and the Writing Center. The website of the Learning Assistance Center is located at

www.bergen.edu/tutoring . We strongly recommend that you make use of those services as you progress through the semester. You can also make appointments for tutoring online located at

<http://www.bergen.edu/current-students/tutoring/tutoring-center>.

Click on the link for the "Tutoring Appointment System."

Important College Policies

See the **2014-2015 BCC Catalog** for Withdrawal from Classes and Refunds, Grading, Course Grade Appeal Policy, and Academic Integrity and Plagiarism: www.bergen.edu/catalogs.

Also check Class Attendance Policy, Acceptable Use of Information Technology Resources, Clubs, Code of Student Conduct, Alcohol and Drug Policy, Family Education Rights and Privacy Act, Sexual Harassment Policy, Campus Assault Victim's Bill of Rights, Smoking Policy, and Traffic Regulations.

RESOURCES AND BIBLIOGRAPHY:

The Convention Industry Council Manual, 8th ed. Convention Industry Council. Pub. Convention Industry Council. 2007

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

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Fall, 2009

COURSE CALENDAR

	<u>DATE</u>	<u>CHAPTERS</u>	<u>PAGES TO STUDY</u>	<u>ASSIGNMENT</u>
Week 1	_____	1 47	3-12 727-736	
Week 2.	_____	2 4	17-28 49-58	
Week 3	_____	3	29-48	
Week 4.	_____	5	61-80	
Week 5.	_____	6 7	83-92 93-102	#1 DUE
Week 6.	_____	12 13	161-176 179-185	
Week 7.	_____	10 11	129-141 143-158	
Week 8.	_____	8 9	105-114 115-127	Mid Term Exam #2 DUE
Week 9.	_____	13 15	185-194 213-218	
Week 10.	_____	14 16	197-211 221-237	
Week 11.	_____	17 18	239-245 247-261	#3 DUE
Week 12.	_____	22	317-334	
Week 13.	_____	20	283-302	
Week 14.	_____	21	305-316	
Week 15.	_____	19	265-282	Final Exam #4 DUE

**NOTE: Fill in the blanks with the dates of each class session.
This calendar is subject to change by the instructor.**