COURSE TITLE:
BUS 129/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, BUS 129/HRM 129 - EVENT PLANNING AND MANAGEMENT I 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 CLASSIFICATION:
BUS 129/HRM 129 – Event Planning and Management I, is a required course in the proposed Business Certificate -- EVENT PLANNING AND MANAGEMENT, (code CERT.EVENT.PLAN.MGT) and the proposed AAS Degree --Hospitality Management Option – GENERAL CURRICULUM, (code AAS.BT.HR.GEN).

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 to be determined by the instructor.

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 include, but are 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 Participation = (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.

MEANS OF ASSESSING OUTCOMES:
Upon completion of this course, students will:
1. Produce specific financial reports that show the financial status or the meeting by establishing the meeting’s financial objectives, developing an event budget, developing the financial expense budget, and developing a functional income budget;
2. Design strategic partnership packages to achieve the objectives of the organization as well as that of the sponsor;
3. Create an integrated marketing strategy that includes direct mail, press relations, advertising, and the internet;
4. Develop a volunteer program for meeting management and support functions;
5. Assess the application of new technologies’ impact on an organization’s meetings by comparing web-based applications as opposed to software;
6. Summarize how co-location of events gives organizations the opportunity to offer a wider range of educational programming and a broader scope of products and services; and
7. Create a program planning timeline by researching available data in approved resources.
REQUIRED TEXTBOOK:

OTHER COURSE REQUIREMENTS:
When a student is absent from one or more classes, a grade cannot be recorded for those absences or quizzes administered on those days since the student was not there to earn a grade. There will be no make-up exams. However, students will take a comprehensive Final Exam on a make-up day for all missed exams.

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 Americans 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.

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 Room C-334 201-612-5581; psimms@bergen.edu; Smarthinking Tutorial Service On Line at: www.bergen.edu/library/learning/tutor/smart/index.asp. The Tutoring Center Room L-125 201-447-7908 The Writing Center Room L-125 201-447-7908 The Online Writing Lab (OWL) On Line at: www.bergen.edu/owl The Office of Specialized Services (for Students with Disabilities) Room S-131 201-612-5270 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/pages/2192.asp. Tutoring services are available for this course in the Tutoring Center. I strongly recommend that you make use of those services as we progress through the semester. As listed above, the Tutoring Center is located in Room L-125, and its phone number is 201-447-7908. You can also make appointments for tutoring online through the BCC Virtual Campus, which is located at www.bergen.edu/pages/2864.asp. Click on the link for the "Tutoring Appointment System."

Important College Policies – See the 20097-2010 BCC Catalog


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
<table>
<thead>
<tr>
<th>DATE</th>
<th>CHAPTERS</th>
<th>PAGES TO STUDY</th>
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<td>Week 3</td>
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NOTE: Fill in the blanks with the dates of each class session. 
This calendar is subject to change by the instructor.