

BERGEN COMMUNITY COLLEGE

Department of Business, Hotel/Restaurant/Hospitality

COURSE SYLLABUS

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.

STUDENT LEARNING OBJECTIVES:

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:

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 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.

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-smartthinking.com>. 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

BERGEN COMMUNITY COLLEGE
DIVISION OF BUSINESS, SOCIAL SCIENCE, AND PUBLIC SERVICE
 Department of Business/Finance – Department of Hotel/Restaurant/Hospitality
BUS 229/HRM 229 - EVENT PLANNING AND MANAGEMENT II
 Spring, 2009

COURSE CALENDAR	<u>DATE</u>	<u>CHAPTERS</u>	<u>PAGES TO STUDY</u>	<u>ASSIGNMENT</u>
Week 1	_____	23	337-357	
Week 2.	_____	25	375-397	
Week 3	_____	24 26	360-374 400-417	
Week 4.	_____	27 32	420-435 499-508	
Week 5.	_____	28 29	437-449 450-469	#1 DUE
Week 6.	_____	30 31	467-484 487-497	
Week 7.	_____	35 36	536-552 553-562	
Week 8.	_____	34	524-533	Mid Term Exam #2 DUE
Week 9.	_____	37 38	563-578 579-590	
Week 10.	_____	40	603-625	
Week 11.	_____	41	627-645	#3 DUE
Week 12.	_____	42 43	649-662 663-670	
Week 13.	_____	44 45	671-689 791-709	
Week 14.	_____	39	591-601	
Week 15.	_____	46	711-723	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.