



Bergen Community College
 Division of Business, Arts, and Social Sciences
 Department of Business & Hotel/Restaurant Management

HRM 129 Event Planning and Management I

Date of Most Recent Syllabus Revision:

Course Typically Offered: Fall ___ Spring ___ Summer ___ **Every Semester** ___ Other _____

Syllabus last reviewed by: BCC General Education Committee _____ Date: _____

(Most courses need review Ad Hoc Committee on Learning Assessment _____ Date: _____

by only one of the following) **Curriculum Committee:** _____ Date: April 2018

Basic Information about Course and Instructor

Semester and year:

Course and Section Number: HRM 129 Event Planning and Management I

Meeting Times and Locations:

Instructor:

Email Address:

Office Location:

Departmental Secretary: Linda Karalian, 201-447-7214, lkaralian@bergen.edu

Office Hours:

Course Description:

Official Catalog Course Description

This introductory event planning course will provide the information and tools needed to meet the operational requirements and to exceed 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. Various types of events will be planned, implemented, and executed.

Hours: Lecture [1.00]. Lab [4.00].

3 credits

Prerequisites: None

Co-requisites: None

Cross Listed Courses: BUS 129

Student Learning Objectives:

As a result of meeting the requirements in this course, students will be able to:

1. Write a viable contract for a special event
2. Create a budget and timeline for event planning and a schedule of events
3. Develop a variety of marketing strategies including publicity and promotions
4. Assess types of traditional and non-traditional event site venues
5. Plan, implement, and execute various types of special events

Means of Assessment

The major assessment types (means of assessment) utilized in this course are graded class and lab participation, objective written tests, and individual assignments.

Course Content

The course is intended to guide students to plan, prepare and execute various types of events, while building on the fundamentals of budgeting, contracting, venue site selection and event planning. It involves executing events while internalizing the symbiotic relationship between customer service and employee relations. Therefore, the course includes the following mandatory components:

1. Innovating, planning, implementation and execution of various types of events
2. Daily discussion of event planning managerial topics

Course Outline and Calendar

Week	Date(s)	Topics / Events T.B.A.	Chapters
1		Overview of Event Planning	
2		Overview of the Meetings Profession	1
3		Strategic Meetings: Aligning with the Organization	2
4		Blending Project and Meeting Management	3
5		Designing the Meeting Experience	4
6		Budgeting Basics I for Meeting Professionals	5
7		Budgeting Basics II for Meeting Professionals	
8		Site and Venue Selection	6
9		Site Visit for Projects (Offsite)	
10		Featured Guest Speaker Visit	
11		Project Workshop	
12		Risk Management: Meeting Safety & Security	7
13		Projects Due / Negotiations, Contracts & Liability	8
14		Project Presentations	
15		Course Wrap-Up and Final Assessment	

Notes to Students:

- 1 – Events will be planned and added to the weekly schedule
- 2 – Syllabus may change due to unforeseen circumstances or to take advantage of educational opportunities.
- 3 – Your instructor will update you on assignment questions as well as topics covered on the tests. Please continually log on to Moodle for announcements, reminders and updates.
- 4 – Please log on to Moodle for handouts that are not distributed in hard copy form. Please also check your Bergen Community College e-mails (You may decide to filter your Bergen e-mail into your personal e-mail address).

Special Features of the Course

The use of learning technologies in the course (Internet, PowerPoint, Prezi, Moodle, etc.) is necessary to help you succeed in this course and in the industry.

Course Texts and/or Other Study Materials

Required

Professional Meeting Management,
Professional Convention Management Association, 6th ed. Kendall/Hunt Publishing
Company, Dubuque, Iowa 2015

Required Dress Code on Event Execution Days

- Long-sleeved black button-down long-sleeved dress shirt;
- Long black necktie;
- Black trousers (No jeans, courderoys, or denims);
- Black or brown belt;
- Black socks;
- Black shoes (Shoes must give a shine; thick soles are fine, but no sneakers, boots, or moccasins)

Note:

- 1 – All clothing must be ironed, shirts tucked in, and shoes given a clean shine.
- 2 – Although you are not mandated to purchase from any one particular shop, there are discounts for educational purposes at Uniform Fashions shop in Hackensack.
- 3 – When enrollment and student attendance permit, I will assign a Student Manager of the Day. Student Manager has more discretion in dress (Men: Jacket & tie, slacks;
Women: Business attire)

Grading Policy

The grading system used for this course will combine the following

Daily Class Performance	50%
Assignments	30%
Practical Tests	10%
Final Examination	<u>10%</u>
	100%

Attendance Policy

1. Attendance will be taken at the beginning and end of each class session
2. You are required to attend 14 out of 15 classes, or you may be required to repeat the course again. Absences require an official doctor's note of other formal documentation.
3. Lateness that exceeds 10 minutes will be counted as an absence
4. 2 latenesses that are less than 10 minutes each equal 1 absence. You must notify the instructor when you arrive late. Otherwise you will be marked absent.
5. There are no make-up examinations.

Overall Class Participation (up to 10 performance points)

Class participation by students (including regular and timely attendance and active engagement in class sessions) is an essential part of this course. I expect you to participate actively and constructively in our class sessions in ways that show respect and courtesy to me and to your classmates. As we proceed through the semester, there will be class discussions on all of the major topics covered in the course. You are required to participate actively in our discussions and other class activities. (You are also free to generate online discussions in the Moodle Forum. Such online discussions are not required. They are completely up to you and other members of the class. Online discussion activity will not affect your grade one way or another.)

"Plus" behaviors: To earn points for class participation, you must (1) attend class regularly and on time and not leave early; (2) be well-prepared for class by doing all assigned reading and other out-of-class assignments ahead of time; (3) participate voluntarily, actively, intelligently, and constructively in class discussions; (4) do all in-class assignments; (5) show a positive and serious attitude toward the course; and (6) utilize frequently and actively the materials and facilities on the Moodle site.

"Minus" behaviors: Behaviors such as the following will result in your losing points for class participation: (1) being absent from or late for class; (2) leaving class early; (3) continually walking out of and coming back into class; (4) sleeping in class; (5) being inattentive to class lectures and discussions; (6) behaving inappropriately in class (e.g., acting silly; conducting private conversations in the back of the room; utilizing cell phones, headphones, and other distracting devices in class; eating, drinking, or chewing gum in class; defacing classroom furniture; etc.); (7) being impolite, rude, or discourteous to me or to your classmates; (8) not being adequately prepared for class; (9) showing a negative or frivolous attitude toward the course; (10) Not utilizing the materials and facilities on the course website.

Other College Policy Statements

Code of Student Conduct:

http://bergen.edu/wp-content/uploads/StudentCodeofConduct2016_EngVer12062016.pdf

Statement on plagiarism and/or academic dishonesty:

Please read pages 8 – 9 in the above link. Students are not excused from the penalties for not being aware of or for not having read the policies set forth regarding plagiarism and other forms of academic dishonesty.

ADA Statement:

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit <http://www.bergen.edu/oss>.

Note: Those who have completed the OSS paperwork and received accommodations during previous semesters might not be automatically eligible in subsequent semesters in every case.