

HTT A265: PRINCIPLES OF EVENT AND MEETING MANAGEMENT

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130700 - Hospitality
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course addresses successful business practices in event and meeting management. It provides knowledge essential effectiveness and profitability as an event or meeting manager. It is strongly recommended that all students enroll in this course first as it provides a foundation for future coursework. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Produce a final project consisting of all ten (10) components needed to outline a meeting or event.

Course Objectives

- 1. Conduct comprehensive needs assessments and feasibility studies.
- 2. Structure and manage an event planning schedule to improve profitability.
- 3. Identify and prioritize event goals and objectives.
- 4. Implement effective record keeping systems that meet local, state, and federal requirements.
- 5. Develop and conduct staff and volunteer training, performance reviews, and evaluations.
- 6. Supervise communication among committees, vendors, and clients.
- 7. Identify and comply with local, state, and federal laws and regulations.
- 8. Comprehend, review, and execute leases, contracts, and other event arrangements.
- 9. Oversee financial matters, including budgets, cash flow, receivables, payables, payroll, income expenses
- 10. Identify potential challenges to an event/meeting and develop appropriate solutions by effective planning.

Lecture Content

Event/meeting schedule Structure Manage Profitability Staffing Organizational charts Duties/responsibilities Training Performance reviews Goals/objectives Identify Prioritize Implementation Record keeping requirements State Local Federal Communication Committees Vendors Clients Event agreements Comprehend Review Execute Laws/regulations Identify Comply Financial matters Budgets Cash-flow Payables Payroll Evaluations Event/meeting mid/post Proposals/agreements Create Present

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, group participation, video demonstration and discussion, student research and projects, industry involvement, computers, and simulations.

Reading Assignments

As directed from assigned text

Writing Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses.

Out-of-class Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/online discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Demonstration of Critical Thinking

The student must participate in class discussions, distance-learning students will participate in online class discussions; complete weekly projects, distance learning students will complete and return the weekly projects online; produce a final project, distance learning students will complete and return the final project online in addition to a hard copy. Students will receive a grade and credit for completing the course requirements. Students who do not fulfill these requirements will receive no credit unless they complete the course successfully.

Required Writing, Problem Solving, Skills Demonstration

1. All quizzes and examinations will be at least 75% comprehensive responses. 2. Problem solving exercises will include written comprehensive responses. 3. Cognitive responses to classroom lecture/demonstration/online discussion will be required. 4. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Textbooks Resources

1. Required Goldblatt, Joe. Special Events, The Roots and Wings of Celebration, ed. Philadelphia: Wiley, 2008