

East Carolina University
HMGT 4040-002: Producing Meetings, Events, and Conventions

Instructor: Alleah M. Crawford, Ph.D.
Course meetings: T TH 11am-12:15pm
Location: Brewster D 111
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Office phone: 252-737-2453
Office hours: 8:30am-9:30 T TH
12:30pm-2pm T TH
Or by appointment
Email address: crawforda@ecu.edu

Course Description:

In-depth assessment of logistics and production of meetings, events, and conventions.

Course Goals:

1. Understand and apply concepts of hospitality business management in event operations.
 - Understand the complexity of the hospitality working environment, its operations, customers and staff.
 - Develop and demonstrate the key skills of coordinating and executing special events.
2. Address issues critically and reflectively
 - Develop an awareness of challenges and impediments to the effective coordination and execution of the special events.
3. Work efficiently and effectively with others
 - Apply management skills toward the delegation and completion of project tasks.
 - Work as a team unit toward an effective execution of the special event.
 - Serve as a member of the team unit by participation in completing project tasks.
 - Plan, organize, execute, and facilitate an actual event.
4. Have ethical leadership skills
 - Experience and develop effective and ethical work strategies and skills.

Service learning statement:

This course has a service learning component. Service learning should result in 3 types of learning for the student, personal learning, academic learning, and civic learning. As a component of service learning the class will work with a community partner to identify their needs, better understand their social mission, and work as a team with the community partner to meet those needs while applying academic concepts specific to the course. Participation with the community partner, the term event, and in the understanding of the social issue presented is expected. Reflection on these aspects of the course will be required.

Grading and Evaluation Procedures:

a. Mid-term and Final Exams- Exams are tentatively scheduled but the dates may change as the instructor sees fit. The tests may cover but are not limited to lecture, reading, discussion, guest speaker, and/or presentation materials. You will prepare a structured reflection of your experience of the class through mid-term and at the completion of the course and term event.

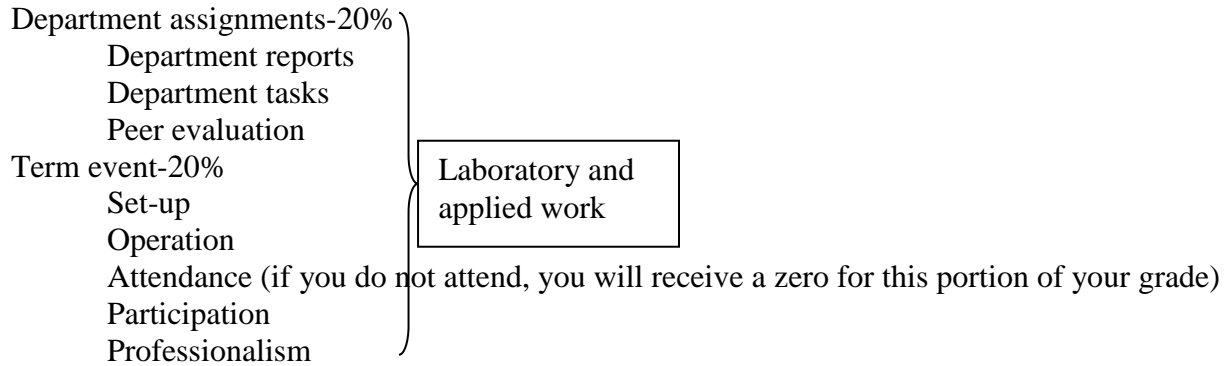
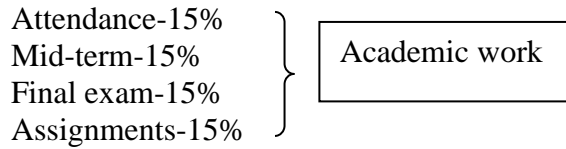
b. Assignments-During the semester several assignments will be given. These are for the purpose of applying the lecture topics to a “live” event and as a means to meet the stated needs of the community partner. These may be given as in-class, homework, individual, or group assignments and will include reflection assignments.

c. Department assignments-During the term each student will serve to assist in the planning, preparing, organizing, and execution of the term event. Students will serve as a department member. Each department will have tasks they must complete during the term in preparation for the term event. These specific tasks will be given to each department throughout the semester. Weekly group reports are required and will be used in the assessment of “Department assignments”. There will also be a peer evaluation portion to this grade.

d. Term event-During the term students will execute the planned event(s). All students are expected to be present; assist with set up, operation, and take down; actively participate; and maintain a high level of professionalism at all times.

e. Attendance-Attendance during all classroom and out of class meetings is required and fully expected!

Breakdown of the course grade:



Grading Scale:

Grade	Percentages
A	94 – 100
A-	90 – 93.9
B+	87 – 89.9
B	83 – 86.9
B-	80 – 82.9
C+	77 – 79.9
C	73 – 76.9
C-	70 - 72.9
D+	67 – 69.9
D	63 – 66.9
D-	60 – 72.9
F	Below 60

Course Calendar:

Date	Lecture topic	
January		
Tuesday, 13	Introduction of the course and review of the syllabus Discussion of the term event and roles	
Thursday, 15	Division into departments <u>Leadership lecture (assignment given)</u> (CCSW research)	
Tuesday, 20	CCSW subcommittee to visit class	Leadership assignment due

Thursday, 22	Introduction to event management Concept and Design <u>(Concept Assignment given)</u>	
Tuesday, 27	Business meeting Department meetings	
Thursday, 29	Feasibility (Feasibility using text book questions/examples...inclass)	Concept assignment due
February		
Tuesday, 3	Business meeting Department meetings	
Thursday,5	Marketing Promotion <u>(Marketing plan assignment given)</u>	
Tuesday, 10	Business meeting Department meetings	
Thursday, 12	Legal compliance Security and Safety Risk Management <u>(Risk and Safety assignment given)</u>	Marketing assignment due
Tuesday,17	Business meeting Department meetings	Provide take home portion of test 1- reflection
Thursday, 19	Financial Management	Risk and safety assignment due
Tuesday, 24	Business meeting Department meetings	
Thursday, 26	<i>Test 1</i>	
March		
Tuesday, 3	Operations and logistics Protocol <u>(Run sheet assignment given)</u>	
Thursday, 5	Business meeting Department meetings	
Tuesday, 10	No class-spring break	
Thursday, 12	No class-spring break	

Tuesday, 17	Staffing	Run sheet assignment due
Thursday, 19	Business meeting Department meetings	
Tuesday, 24	Evaluation (<u>Evaluation assignment given...develop criteria for evaluation of peer, self, event, service learning, and instructor success</u>)	
Thursday, 26	Business meeting Department meetings	
April		
Tuesday, 31	Rachel Roper to visit class- Community partner to deliver lecture on their social mission and goals	Evaluation assignment due
Thursday, 2	Research day-in class assignment Researching women's equality (how is this important to our community partner, their event, our local community, and you)	
Tuesday, 7	Prep week	
Thursday, 9	Prep week	
Monday, 13	WOD event	
Tuesday, 14	Debriefing (class and departments)	
Thursday, 16	Business meeting Department meetings	
Tuesday, 21	Business meeting Department meetings	
Thursday, 23	Careers (Career assignment given...inclass) Class wrap-up and review for final.	

Final Exam: 11am-1:30pm, Tuesday, May 7.

Classroom Policies and Academic Support:

Disability policy

a. East Carolina University seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Department for Disability Support Services located in Slay 138 ((252) 737-1016 (Voice/TTY)).

Academic Integrity policy

b. Academic integrity is expected of every East Carolina University student. Academic honor is the responsibility of the students and faculty of East Carolina University. Consult the ECU website for questions, guidelines, appeals, and other information.

Academically violating the ECU Student Honor Code consists of the following:

1. Cheating. Unauthorized aid or assistance or the giving or receiving of unfair advantage on any form of academic work.
2. Plagiarism. Copying the language, structure, ideas, and/or thoughts of another and adopting same as one's own original work (Example: Cutting and pasting any internet passage into a paper or exam)
3. Falsification. Statement of any untruth, either spoken or written, regarding any circumstances relative to academic work.
4. Attempts. Attempting any act that, if completed, would constitute an academic integrity violation as defined herein.

I will not tolerate acts that violate academic integrity. If I become aware of a potential academic integrity violation, I will confer with you following the procedures outlined at http://www.ecu.edu/cs-studentlife/policyhub/academic_integrity.cfm. Should I determine that an academic integrity violation has taken place, I reserve the right to assign a grade penalty up to and including an F for the course.

The instructor reserves the right to make any alterations to the syllabus that may be deemed necessary.