



EFFECTIVE: MAY 2010
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **May 2010**

B. Department / Program Area: **Commerce & Business Admin. Hotel & Restaurant Management** Revision New Course

If Revision, Section(s) Revised: **Sections H, I**
 Date of Previous Revision: **New Course**
 Date of Current Revision: **October 2009**

C: **HORM 2465** **D:** **Event Management** **E:** **3**

Subject & Course No.	Descriptive Title	Semester Credits
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<p>F: Calendar Description:</p> <p>This course focuses on the skills required to plan and execute a major event which may include food and beverage, entertainment, a meeting, a show such as a fashion show or automobile show or other similar event content. Students will study the theory behind event planning and execution. Students will also engage in planning and executing a major event in order to experience first hand the challenges and rewards associated with executing special events.</p>	
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<p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 2 Seminar: 2 Total: 4</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours per Week = 60 Hours</p>	<p>H: Course Prerequisites:</p> <p>HORM 1115 and HORM 2330 and HORM 2255 and HORM 2430.</p> <p>The following may be taken as corequisites: HORM 2255 and HORM 2330 and HORM 2430.</p> <p>I: Course Corequisites:</p> <p>Nil</p> <p>J: Course for which this Course is a Prerequisite</p> <p>Nil</p> <p>K: Maximum Class Size:</p> <p>35</p>
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L: PLEASE INDICATE:

	Non-Credit
	College Credit Non-Transfer
X	College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)

M: Course Objectives / Learning Outcomes

At the end of the course the successful student will be able to:

- Articulate the key elements of event planning
- Describe how events are marketed
- Understand the event manager's role
- Explore the sub fields in event management
- Discuss the five critical stages of an event
- Describe how to administer each stage
- Articulate the importance of communication in event management
- Define synergy and its role in event management
- Create the event budget
- Control accounts payable and accounts receivable
- Establish a purchase order system
- Arrange cash controls and banking procedures
- Use the time line production schedule to organize time
- Prepare an organization chart for event workers and management
- Prepare job descriptions for event workers and management
- Prepare an evaluation process to examine the performance of workers and management
- Evaluate potential event venues and select the most appropriate venue
- Negotiate the contract for the venue rental
- Arrange for and negotiate the contract for any required furniture fixtures and equipment
- Arrange liquor licensing where necessary
- Arrange transportation as required
- Execute an event
- Create a post mortem report inclusive of financial, variances, performance/service standard analysis and guest feedback.

N: Course Content:

- Develop an event theme and style
- Develop an event execution plan
- Organize and execute an event marketing plan
- Participate in event team projects
- Organize an event budget
- Prepare event cash management and control systems including banking arrangements
- Prepare an event purchasing system
- Develop a personnel plan and organization chart
- Evaluate potential event venues and arrange contract for same
- Participate in a 3rd party organized event

O: Methods of Instruction

To achieve the course objectives, a combination of lecture and event planning labs will be used.

P: Textbooks and Materials to be Purchased by Students

Selection from:

Goldblatt, Dr. Joe Jeff. *Special Events, Best Practices in Modern Event Management*, Latest ed. John Wiley & Sons.

Or

<p>Van Der Wagen, Lynn. <i>Event Management For Tourism, Cultural, Business and Sporting Events</i>, Latest ed. Pearson.</p> <p>Or</p> <p>Allen, Judy. <i>Event Planning</i>, Latest ed. John Wiley and Sons.</p>											
Q:	<p>Means of Assessment</p> <table> <tr> <td>Mandatory Event Participation</td> <td>30%</td> </tr> <tr> <td>Tests (Max 3)</td> <td>20 -30%</td> </tr> <tr> <td>Group Project</td> <td>20%</td> </tr> <tr> <td>Assignments (Max 3)</td> <td><u>10-30%</u></td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Mandatory Event Participation	30%	Tests (Max 3)	20 -30%	Group Project	20%	Assignments (Max 3)	<u>10-30%</u>		100%
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R:	<p>Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p>										

Course Designer(s): Steve Rowe

Education Council / Curriculum Committee Representative

Dean / Director: Robert Buller

Acting Registrar: Brenda Walton

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