

HOSP M200: INTRODUCTION TO EVENT MANAGEMENT

Originator

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Co-Contributor(s)
Name(s)

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College

Moorpark College

Attach Support Documentation (as needed)

HOSP M100 End of Semester Feedback Supporting HOSP M200.docx
LMI_HOSP M200_Emsi Analyst PDF Export.pdf

Discipline (CB01A)

HOSP - Hospitality Management

Course Number (CB01B)

M200

Course Title (CB02)

Introduction to Event Management

Banner/Short Title

Intro to Event Management

Credit Type

Credit

Honors

No

Start Term

Spring 2021

Catalog Course Description

Provides an overview of the structure and financial performances of the events industry: social events, corporate meetings, conferences, conventions, and expositions. Covers an introduction to event planning, client management, attendee engagement, cultural/economic trends, and career opportunities in the event industry.

Taxonomy of Programs (TOP) Code (CB03)

1307.00 - *Hospitality

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Alternate grading methods

Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class**Internship/Cooperative Work Experience**

Paid

Unpaid

Total Outside-of-Class**Total Outside-of-Class****Minimum Outside-of-Class Hours**

105

Maximum Outside-of-Class Hours

105

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

HOSP M100

Requisite Justification**Requisite Type**

Recommended Preparation

Requisite

HOSP M100

Requisite Description

Course in a sequence

Level of Scrutiny/Justification

Content review

Student Learning Outcomes (CSLOs)**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|--|
| 1 | identify and explain the basic concepts and practices of event management and operations. |
| 2 | identify and explain the basic concepts and practices of event planning, client management, attendee engagement, cultural/economic trends, and career opportunities in the event industry. |

Course Objectives**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|--|
| 1 | describe the human/social need for event services. |
| 2 | compose an event plan using the tools and training provided. |

- 3 define the basic role of business in the field of event management.
- 4 identify major challenges to the event industry.
- 5 describe opportunities for entry and advancement in the event management field.
- 6 identify key qualities, philosophies, or experiences associated with success in the field.

Course Content

Lecture/Course Content

10% - History of the Event Industry

- History and development of social events from ancient times to the present day
- Characteristics of the event industry (intangibility, inseparability, perishability, etc.)
- Current issues and trends in event management (e.g., sustainability, information technology, the Internet and social media)
- Careers in event management

10% - The Event Plan

- What is an event plan?
- The event planning process
- Preparing for the unexpected

10% - Social Events

- Types of events
- Venue options
- Unique client needs

10% - Meetings and Corporate Events

- Types of events
- Venue options
- Unique client needs

10% - Conventions and Expositions

- Types of events
- Venue options
- Unique client needs

10% - Festivals and Fairs

- Types of events
- Venue options
- Unique client needs

10% - Event Funding and Marketing

- Event budgets
- What is sponsorship?
- Promoting social events
- Promoting professional events

10% - Event Technology

- Registration technology
- Attendee engagement
- Virtual meetings: pros and cons

10% - Sustainability in the Event Industry

- Environmental impact of events
- Green meeting spaces
- Sustainable event practices

10% - Careers in Event Management

- Event planners
- Meeting planners
- Required skills and certifications
- Industry associations

Laboratory or Activity Content

NA

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Skills demonstrations
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essay exams
Individual projects
Objective exams
Problem-solving exams
Quizzes
Reports/papers
Skills demonstrations

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Class discussions
Case studies
Distance Education
Field trips
Group discussions
Guest speakers
Internet research

Describe specific examples of the methods the instructor will use:

The instructor will use PowerPoint presentations, problem solving exercises, and demonstrations to explain the concepts of the course.

Representative Course Assignments

Writing Assignments

1. Answer questions from lectures, such as: List three management-level career opportunities that are available in the event industry and the path one might take to reach the given opportunities.
2. Provide written responses to textbook questions, such as: Describe the differences between promoting a social event and a professional event.

Critical Thinking Assignments

1. Analyze event budgets vs actual spending.
2. Examine benefits and drawbacks of in-person meetings vs virtual meetings.

Reading Assignments

1. Read and discuss relevant media and periodical articles relating to developments in the event industry, such as an article showing the changes in event technology to enhance attendee engagement.
2. Read industry case studies and present possible solutions for problems addressed, such as presenting solutions on how to be prepared for unplanned challenges when managing an event.

Skills Demonstrations

1. Problem solving assignment prescribing solutions for real world management dilemmas, such as preparing an event plan using the five stages of the event planning process.
2. Case study response for handling employee issues, such as bar staff serving alcohol to minors.
3. 3. Role-playing assignments to learn how to handle guest complaints, such as guests being turned away from a sold-out event.

Outside Assignments

Representative Outside Assignments

1. Internet or library online research on relevant topics, such as emerging event technology to improve attendee registration.

2. Cooperative group project creating an event plan, including a balanced budget, marketing strategy, and post-event data collection system.

Articulation

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU East Bay	HOS 210	Meetings, Conventions & Special Events	3
San Jose State Univ	RECL 97A	Event Planning	3

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Saddleback College	FN 152	Special Events & Catering Management	3
San Diego Mesa College	HOSP 166	Special Event Management and Consulting	3
Cypress College	HRC 232 C	Special Event Management	3
Mt. San Antonio College	HRM 62	Event Planning and Catering	3
Glendale Community College	HRM 205	Event Planning and Meeting Management	3
Monterey Peninsula College	HOSP 60	Special Events Management	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

SPRING 2021

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

Classic Textbook

Yes

DescriptionRaj, Razaq, Paul Walters, and Tahir Rashid. *Events Management: Principles and Practice*. 3rd ed., SAGE, 2017.**Resource Type**

Textbook

Classic Textbook

Yes

DescriptionFerdinand, Nicole, and Paul J. Kitchin, eds. *Events Management: An International Approach*. 2nd ed., SAGE, 2017.**Resource Type**

Textbook

Classic Textbook

Yes

DescriptionDowson, Ruth, and David Bassett. *Event Planning and Management: Principles, Planning and Practice*. 2nd ed., Kogan Page Ltd., 2018.**Resource Type**

Textbook

Classic Textbook

Yes

Description

Allen, Judy. *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events*. 2nd ed., Wiley, 2010.

Resource Type

Textbook

Description

Goldblatt, Joe. *Special Events: A New Generation and the Next Frontier*. 6th ed., Wiley, 2010.

Library Resources

Assignments requiring library resources

Use the Library's print and online resources, particularly the specialized database Gale OneFile Hospitality and Tourism to conduct appropriate research.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Use the Library's print and online resources, particularly the specialized database Gale OneFile Hospitality and Tourism, to research a topic such as how conference organizers select the appropriate venue to host their meetings.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Instructor will post a problem that might be faced by a manager in the industry. Instructor will then invite the students to comment on how they would solve the problem. Instructor may also require students to be present on-line for a certain number of hours per week and have a dialogue with one another; for example, a student may post a question about solving a problem and other students will try to answer his/her question.
E-mail	Instructor will email students with announcements about the course or an upcoming event. Students in turn may email the instructor with their questions or concerns. Depending on the situation, the students may also email their assignments or projects directly to the instructor, instead of posting it on the class web page.
Face to Face (by student request; cannot be required)	Students will have the option to meet the instructor in his/her office on campus in a classroom to work on problem solving exercises in the presence of the instructor to get one-on-one help from the instructor. Also, the students may want to meet the instructor to have a face-to-face discussion about an issue of concern.
Other DE (e.g., recorded lectures)	Instructor may record the lectures and post them for students to view within a specified time frame to be ready for the accompanying problem solving assignments. Students will upload their assignments to the course webpage to be graded by the instructor.
Synchronous Dialog (e.g., online chat)	Instructor may be available on a certain day or days of the week within a certain time frame to help students and answer their questions via an online chat. This would be the equivalent of on-line office hours. Instructor may also require students to be present on-line during certain hours of the week and have a dialogue with one another; for example, a student may post a question about solving a problem and other students will try to answer his/her question. This would be a live discussion session.
Telephone	Instructor may provide a phone number to the students where they can leave a voicemail and expect a call back within 24 hours.
Video Conferencing	Instructor may be available on a certain day or days of the week within a certain time frame to help students and answer their questions via live video conferencing. This would be the equivalent of on-line office hours. Also, the instructor may choose to present a lecture to the students via video conferencing.

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100% online Modality:

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Examinations

Hybrid (1%–50% online) Modality

On campus

Hybrid (51%–99% online) Modality

On campus

Primary Minimum Qualification

RESTAURANT MANAGEMENT

Additional Minimum Qualifications

Minimum Qualifications

Hotel and Motel Services

Culinary Arts/Food Technology

Review and Approval Dates

Department Chair

03/18/2020

Dean

03/18/2020

Technical Review

03/26/2020

Curriculum Committee

03/31/2020

DTRW-I

04/16/2020

Curriculum Committee

MM/DD/YYYY

Board

05/12/2020

CCCCO

MM/DD/YYYY

DOE/accreditation approval date

MM/DD/YYYY