

# COURSE SYLLABUS

COURSE TITLE: HMG2 286- Integrated Events Management

CLASS SECTION: 001 TERM: winter 2024 COURSE

CREDITS: 4 Credits DELIVERY METHOD(S): In- person



Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://camosun.ca/about/covid-19-updates>

*Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

### Instructor Information

(a) Instructor	<b>Bradford Boisvert</b>	
(b) Office hours	<b>Wednesday 12:30pm-1:30pm</b> <b>Thursday 2:30-3:30pm</b> Or by email appointment	
(c) Location	<b>D240</b>	
(d) Phone	250- 370-3914	Alternative:
(e) E-mail address	<b>BoisvertB@camosun.bc.ca</b>	
(f) Instructor Website	<a href="https://online.camosun.ca/d2l/home">https://online.camosun.ca/d2l/home</a>	

*As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

## CALENDAR DESCRIPTION

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This applied course provides learners with the opportunity to work as part of a team focused on the development, planning and implementation of events. Students will integrate knowledge and skills gained from a range of courses to organize and manage events that ensure customer/guest satisfaction.

### Prerequisites:

- Prerequisites
- All of:
- C in HMGT 285 Or a Bachelors Degree

## COURSE LEARNING OUTCOMES / OBJECTIVES

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### **Intended Learning Outcomes**

1. Integrate Knowledge and expertise gained from all courses in the Hospitality Management program to effectively conduct event management functions.
2. Demonstrate the positive Characteristics of teamwork in a hospitality environment.
3. Display Personal leadership-including organization, decision making and time management skills- when developing, planning and implementing events.
4. Demonstrate the ability to adapt to the various roles and functions related to events management.
5. Ensure customer satisfaction through careful communication, planning and meshing of operations with the wishes or expectations of a client.
6. Describe the function and organization of a hotel conference planning department.
7. Explain the relationship between the banquet department and the conference planning services in a hotel.
8. Ensure that sustainable business practices are part of events management.

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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**While no formal text is required, there is a great deal of material you will be required to access for this course through Desire to Learn (D2L). This requires you to have regular access to a computer, the internet and be able to read/work with current versions of Microsoft Office documents including MSWord and MExcel. Electronic versions of many forms are required each week. You must ensure that your security settings in Microsoft Excel will allow you to accept Macros. This is very important.**

## COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

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The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

**Please note schedule is subject to necessary changes that might need to be made.**

Classes Monday 2:30-5:20 Fisher 216

Class -Check-in groups on Friday Ewing 201 2:30-3:20

WEEK 1 Monday	<ul style="list-style-type: none"> <li>• Welcome: Course Overview Review</li> <li>• Event Positions Pitch and Voting process</li> <li>• Student Guest Speaker</li> <li>• Clients present themselves to the students</li> </ul>
Week 1 Friday	<p style="color: red;">Team Management position , letter and resume due</p>
WEEK 2 Monday	<ul style="list-style-type: none"> <li>• Introducing teams</li> <li>• Theory: Event Marketing</li> <li>• Guest Speaker: - Advancement Manager, Communications, Advancement and Planning Camosun College Foundation:</li> <li>• Teams meet- form charter, communication plan, contact client setup meeting</li> </ul>
Week 2 Friday	<p style="color: red;">Your event management position quiz 1 opens 8:30am -4:30pm on d2l</p> <p>Team meeting , Meeting with Client</p>

WEEK 3	<ul style="list-style-type: none"> <li>• Teams present to class</li> <li>• Theory: Financial Administration</li> <li>• Guest Speaker- Camosun College finance contact for events</li> <li>• Team work- design budget</li> </ul>
Week 3	<p>Quiz 2 Marketing quiz opens 8:30am -4:30pm on d2l</p> <p>Team meeting – Event site visit</p>
WEEK 4	<ul style="list-style-type: none"> <li>• Professionalism- client and stake holder relations.</li> </ul>
Week 4 Friday	<p>Quiz 3 finance quiz opens 8:30am -4:30pm on d2l</p> <p>Team meeting client check-in</p>
WEEK 5 Monday	<p>Presentation to client both events</p>
Week 5 Friday	<p>Team meeting</p>
WEEK 6 Monday	<p>Tickets up for sale, marketing, materials out</p> <p>Operation- Decore, silent auction organization</p>

Week 6 Friday	Meeting with Client and Team
WEEK 7 Monday	No Class
Week 7 Friday	No Class
WEEK 8 Monday	<ul style="list-style-type: none"> <li>• Teams present to class</li> <li>• Theory: Risk Management</li> <li>• Guest speaker- Wayne Brown Liquor Control and Licencing</li>   <li>• Team work</li> </ul>
Week 8 Friday	Quiz 4 risk management opens 8:30am -4:30pm on d2l
WEEK 9 Monday	<ul style="list-style-type: none"> <li>• Teams Present to class</li> <li>• Theory; Human Resource Management <ul style="list-style-type: none"> <li>• Team work</li> </ul> </li> </ul>

Week 9 Friday	<p>Team planning</p> <p>Quiz 5 HR quiz opens 8:30am -4:30pm on d2l</p>
WEEK 10 Monday	<ul style="list-style-type: none"> <li>• Teams present to class</li> <li>• Theory: Insurance</li> <li>• Team work</li> </ul>
Week 10 Friday	no class
WEEK 11 Monday	<b>No Class</b>
Event Location (Friday)	<b>Event 1</b>
WEEK 12 Monday	<b>Prepare for event 2</b>
Event location Friday	<b>Event 2</b>
WEEK 13 Monday	Event debrief

Week 13 Friday	Event wrap up preparation for presentation. Post event peer evaluation due
WEEK 14 Monday	Post event 1 and 2 Presentation to client
Week 14 Friday	Team financial review and analysis final report due

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessiblelearning/exams.html).

<http://camosun.ca/services/accessiblelearning/exams.html>

## EVALUATION OF LEARNING

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DESCRIPTION	WEIGHTING
Quizzes ( 5 times 5% each)	25%
Assignment 1 Manager Role	25%
Assignment 2 Event Proposal/ Post event Presentation	25%
Assignment 3 Team member peer evaluation	15%
Class Participation	10%



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If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the <a href="http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf">Grade Review and Appeals</a> policy for more information. <a href="http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf">http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf</a>	<b>TOTAL</b> <b>100%</b>
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## COURSE GUIDELINES & EXPECTATIONS

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**Assignment formatting.** The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2021) Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa7>.

- Where required by your instructor, submit all assignments into the D2L assignments by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college’s Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

**Deadlines and exams.** You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

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## SCHOOL OR DEPARTMENTAL INFORMATION

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Hospitality Management School of Business

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## STUDENT RESPONSIBILITY

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Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

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## SUPPORTS AND SERVICES FOR STUDENTS

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Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](http://camosun.ca/services/accessible-learning/) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

### Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-servicesand-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support:

[oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-3703841

### Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

**Changes to this Syllabus:** Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.