

**University of North Texas at Dallas**  
**Fall 2016**  
**SYLLABUS for Event Management**

<b>Department of</b>		<b>Hospitality</b>	
<b>School of</b>		<b>Business</b>	
<b>Instructor Name:</b>		William Ingram	
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<b>Office Phone:</b>		TBD	
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<b>Office Hours:</b> Monday 2-4pm, Tuesday 5-7pm, Wednesday 5-7pm, and Virtual Hours			
<b>Classroom Location:</b>		DAL 2 303 and Online	
<b>Class Meeting Days &amp; Times:</b>		Thursday 4-7pm and Online	
<b>Course Catalog Description:</b>		4120 Event Management	
<b>Prerequisites:</b>			
<b>Required Text:</b>		Fenich, G.G. Meetings, Expositions, Events, and Conventions, 3 <sup>rd</sup> ED. ISBN-13: 978-0-13-512458-1, Pearson (Prentice Hall)	
<b>Access to Learning Resources:</b>		UNT Dallas Library: phone: (972) 780-1616 web: <a href="http://www.untdallas.edu/library">http://www.untdallas.edu/library</a> email: <a href="mailto:library@untdallas.edu">library@untdallas.edu</a> UNT Dallas Bookstore: phone: (972) 780-3652 web: <a href="http://www.untdallas.edu/bookstore">http://www.untdallas.edu/bookstore</a> e-mail: <a href="mailto:untdallas@bkstr.com">untdallas@bkstr.com</a>	
<b>Course Goals or Overview:</b> The goals of this course are as follows -			
This class is designed to introduce students to the event industry. Special and Unique events will be discussed as well as the proper service and operation of such events.			
<b>Learning Objectives/Outcomes:</b> At the end of this course, students will be able to:			
1	Understand the event industry, reasons for events, and who attends events.		
2	Communicate with potential clients and properly fill out BEOs.		
3	Strategically use event resources and increase potential revenue from various events		
4	Follow current event trends to satisfy clients with a diverse set of wants and needs.		
5	Learn event staffing and training procedures to keep event plan cost efficient.		
6	Maintain awareness of environmental impact of events and plan event to have minimal environmental impact.		

## Online/Hybrid Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Date	Method	Module	Lecture	Assignment Due
8/25	In Class	Week 1	Introduction and Presentation Topic Selection	Intro Quiz
9/1	Online	Week 2	Ch. 1 and Ch. 2	Q1 and Q2
9/8	Online	Week 3	Ch. 3	Q3
9/15	In Class	Week 4	B.E.O.s, Various Event Possibilities Ch. 4	CS1 Due Q4
9/22	Online	Week 5	Ch. 5	Q5
9/29	Online	Week 6	Ch. 6 and Ch. 7	Reflection of Event Due Q7 and Q8
10/6	Online	Week 7	Midterm	
10/13	In Class	Week 8	Guest Speakers Ch. 9	CS2 Due Q9
10/20	Online	Week 9	Ch. 10	Guest Speaker Reflections Due Q10
10/27	Online	Week 10	Ch. 11	Q11
11/3	Online	Week 11	Ch. 12	Projects Due Q12
11/10	In Class	Week 12	Guest Speakers Ch. 13	Q13
11/17	Online	Week 13	Ch. 14	CS3 Due Guest Speaker Reflections Due Q14
11/24	No Class	Week 14	Holiday	
12/1	In Class	Week 15	Presentations Ch. 15	Q15
12/?	Online	Week 16	Final	

## Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

### Week 1 Quiz

There will be an intro quiz given the first week of the semester. This is a completion grade to show that you have been active in the class.

### Online Quizzes

There will be 15 online quizzes administered throughout the semester. The student will be responsible for reading the assigned chapter and then completing the online quiz before the due date. Quizzes will contain multiple choice, true false, short answer, and essay questions.

### **Midterm**

Students will be required to take an online midterm exam worth 10 points. The exam will consist of multiple choice, true/false, short answer, and essay questions. The exam will cover the lectures and reading assignments up to the date the exam is administered.

### **Final**

Students will be required to take an online final exam worth 10 points. The exam will consist of multiple choice, true/false, short answer, and essay questions. The exam will cover the lectures and reading assignments from the midterm to the conclusion of the semester.

### **Case Studies**

Each student will be required to complete 3 cases studies this semester. The professor will assign the cases and students will analyze it. Students will be required to turn in a report stating what the case was about and answering any questions associated with the case. A more specific grading rubric has been provided on blackboard.

### **Presentation**

Each student will be assigned an event company, special or unique event to present on this semester. The professor will assign the topic after discussing with the students on the first day. A more specific grading rubric has been provided on blackboard.

### **Event Project**

Each student will be given a mock customer wishing to plan an event. The student will correspond with the customer and plan the event. Students will need to use proper letter format and fill out a BEO. A more specific grading rubric has been provided.

### **Reflection of an Event**

Each student will be asked to reflect on a recent event they attended. The student will need to write what they like about the event and what they did not like. Then the student will need to explain how they would have planned the event better for the guests.

### **Guest Speaker Reflections**

Throughout the semester, the professor will invite guest speakers to the class to discuss current trends and topics in the event industry. The students will be responsible for writing a reflection paper after hearing the guest speaker talk.

### **Grading Matrix**

Week 1 Quiz	2
Online Quizzes 15 @ 1 point each	15
Midterm	10
Final	10
Case Studies 3 @ 5 points each	15
Presentation	10
Event Project (Mock Event and BEO)	10
Reflection of an Event	8
Guest Speaker Reflections	20
Total	100

### **Grade Determination**

**A = 90% or better**

**B = 80 – 89 %**

**C = 70 – 79 %**

**D = 60 – 69 %**

**F = less than 60%**

## **University Policies and Procedures**

### **Students with Disabilities (ADA Compliance):**

#### Chapter 7(7.004) Disability Accommodations for Students

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untDallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at [UNTDdisability@untDallas.edu](mailto:UNTDdisability@untDallas.edu) or at Building 2, room 204.

#### **Blackboard Learn Accessibility Statement:**

University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. Blackboard Learn course management system's accessibility statement is also provided: <http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx>

**NOTE:** Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

#### **Course Evaluation Policy:**

Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

**Assignment Policy:** (According to the instructor's discretion while working in concert with the division/program's guidelines).

**Exam Policy:** (Online exams and the ability to retake is solely at the instructor's discretion). **NOTE:** Online exams may be proctored on campus per instructor's discretion.

#### **Academic Integrity:**

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at [http://www.untDallas.edu/sites/default/files/page\\_level2/pdf/policy/7.002%20Code%20of%20Academic\\_Integrity.pdf](http://www.untDallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf) for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

## **Classroom Policies**

### **Online Attendance and Participation:**

The University attendance policy is in effect for this course. Class attendance in the Blackboard classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Blackboard, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to <http://www.untDallas.edu/registrar> for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course

**Inclement Weather and Online Classes:** Online classes may or may not be effected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

### **Online "Netiquette:**

In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to the Student Code of Student Rights Responsibilities and Conduct at <http://www.untDallas.edu/osa/policies>. Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

### **Diversity/Tolerance Policy:**

Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

**Technology Requirements:** In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements.

Blackboard Learn 9.1 is the platform software for this course. Blackboard Learn supports major web browsers such as Windows Internet Explorer, Apple Safari, Mozilla Firefox, and Google Chrome. However, since the latter two are updated continually, some recent versions may not be compatible. If you experience difficulty accessing or using components of the course, try using Internet Explorer. Also, no matter what browser you use, always enable pop-ups. For more information see:

- <http://www.untDallas.edu/dlit/ecampus/requirements>
- <https://blackboard.secure.force.com/publicbarticleview?id=kAB700000008Oom>
- [https://learn.unt.edu/bbcswebdav/institution/BrowserCheck/check\\_full.html](https://learn.unt.edu/bbcswebdav/institution/BrowserCheck/check_full.html)