

# FLORIDA ATLANTIC UNIVERSITY™

## Graduate Programs—NEW COURSE PROPOSAL<sup>1</sup>

UGPC APPROVAL \_\_\_\_\_  
 UFS APPROVAL \_\_\_\_\_  
 SCNS SUBMITTAL \_\_\_\_\_  
 CONFIRMED \_\_\_\_\_  
 BANNER POSTED \_\_\_\_\_  
 CATALOG \_\_\_\_\_

DEPARTMENT: HOSPITALITY MANAGEMENT

COLLEGE: COLLEGE OF BUSINESS

**RECOMMENDED COURSE IDENTIFICATION:**

PREFIX HFT COURSE NUMBER 6741 LAB CODE (L or C) \_\_\_\_\_

(TO OBTAIN A COURSE NUMBER, CONTACT [MJENNING@FAU.EDU](mailto:mjehning@fau.edu))

COMPLETE COURSE TITLE: MEETINGS & EVENTS MANAGEMENT

**EFFECTIVE DATE**

(first term course will be offered)

FALL, 2015

CREDITS<sup>2</sup>: 3

TEXTBOOK INFORMATION: PROFESSIONAL MEETING MANAGEMENT: COMPREHENSIVE STRATEGIES FOR MEETINGS, CONVENTIONS, AND EVENTS (5<sup>TH</sup> EDITION), 2006. PUBLISHED BY THE PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION (PCMA) WITH KENDALL/HUNT PUBLISHING. ISBN: 978-0-7575-5212-0

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR  SATISFACTORY/UNSATISFACTORY \_\_\_\_\_

COURSE DESCRIPTION, NO MORE THAN THREE LINES: THIS COURSE EXPLORES THE EVENTS INDUSTRY FROM AN ADVANCED MANAGERIAL PERSPECTIVE. IT EXAMINES THE STRUCTURE OF THE EVENTS INDUSTRY, ITS GLOBAL ECONOMIC IMPACT, THE VARIOUS PROTOCOLS AND PROCEDURES IN EVENT DELIVERY, AND THE CHALLENGES FACING TODAY'S EXECUTIVES WITH STRATEGIES FOR OPERATIONAL EXCELLENCE.

PREREQUISITES\*: NONE

COREQUISITES\*: NONE

REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL)\*: GRADUATE STANDING

\* PREREQUISITES, COREQUISITES AND REGISTRATION CONTROLS WILL BE ENFORCED FOR ALL COURSE SECTIONS.

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE: A MINIMUM OF 18 GRADUATES HOURS OF HOSPITALITY, TOURISM, OR CULINARY ARTS EDUCATION ALONG WITH A MASTER'S DEGREE; HOWEVER, A TERMINAL DEGREE IN HOSPITALITY, TOURISM, CULINARY, AND/OR COMMERCIAL RECREATION OR HIGHER EDUCATION ADMINISTRATION IS PREFERRED. THE INDIVIDUAL MUST ALSO BE APPROVED AS PART OF THE GRADUATE FACULTY OF FAU AT THE TIME OF INSTRUCTION.

Faculty contact, email and complete phone number:  
 Dr. Peter Ricci, Director, Hospitality  
 Management 561-297-3666  
 peter.ricci@fau.edu

Please consult and list departments that might be affected by the new course and attach comments.<sup>3</sup> **Not applicable**

Approved by:

Director/Chair: Peter Ricci

College Curriculum Chair: Wm. R. McDaniel

College Dean: Ken H. [Signature]

UGPC Chair: [Signature]

Graduate College Dean: [Signature]

UFS President: \_\_\_\_\_

Provost: \_\_\_\_\_

Date:

9/11/14

9-10-2014

9-11-2014

10/14/14

10-15-14

1. Syllabus must be attached; see guidelines for requirements: [www.fau.edu/provost/files/course\\_syllabus.2011.pdf](http://www.fau.edu/provost/files/course_syllabus.2011.pdf)

2. Review Provost Memorandum: **Definition of a Credit Hour** [www.fau.edu/provost/files/Definition\\_Credit\\_Hour\\_Memo\\_2012.pdf](http://www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf)

3. Consent from affected departments (attach if necessary)

Email this form and syllabus to [UGPC@fau.edu](mailto:UGPC@fau.edu) one week before the University Graduate Programs Committee meeting so that materials may be viewed on the UGPC website prior to the meeting.



**HFT 6741.001, Course Reference Number (CRN) XXXXX**

**Meetings & Events Management**

**Fall Term, 2015**

**Location and Time: TBD**

**OFFERED VIA eLEARNING – NOT FACE-TO-FACE (see eLEARNING BELOW)**

**Professor Information**

Name: Dr. Peter Ricci, CHA, CHSE, CRME

Email address: [peter.ricci@fau.edu](mailto:peter.ricci@fau.edu) \*Email is my preferred method of communication

Phone Number: 561-297-3666 (office), 954-234-3847 (cellular)

**Office Hours and Location**

Office Location: Boca Raton campus, Fleming Hall, 3<sup>rd</sup> Floor, Office #320

Office Hours: TBD

Dr. Ricci is also available by appointment any day or evening with advance notice. Further, he may be reached via cell phone or email 7 days per week.

**Required Text and Materials**

*Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events (5<sup>th</sup> Edition); 2006*

Published by the Professional Convention Management Association (PCMA) with Kendall/Hunt Publishing Company; see [www.pcma.org](http://www.pcma.org) and [www.kendallhunt.com](http://www.kendallhunt.com)

ISBN: 978-0-7575-5212-0

The only other required “materials” for the course are 1) membership in Meeting Professionals International (MPI) and 2) attendance at MPI functions (see below section, *Experiential Learning Course Component*). [www.mpiweb.org](http://www.mpiweb.org) (International MPI web page) [www.mpisfl.org](http://www.mpisfl.org) (MPI South Florida Chapter web site)

**Course Description**

This course explores the events industry from an advanced managerial perspective using the primary educational resource of the Professional Convention Management Association (PCMA) that is most often used for managers, executives, and leaders in the events industry who are seeking advanced certification, training, or expertise.

This course examines the structure of the events industry, its global economic impact and reach, the various protocols and procedures in event delivery, challenges facing today’s executives, operational strategies for event execution and other ancillary activities and information. The planning of a major event, meeting, or conference is covered.

### **Prerequisite/Co-requisite**

Prerequisite: None required  
Co-Requisite: None required

### **Credit Hours**

3

### **Experiential Course Component**

#### ***Membership in a Meetings & Events Industry Professional Association***

As part of the experiential learning component of this executive level course, students will join the Meeting Professionals International (MPI) professional organization. MPI has a South Florida chapter and reduced student membership pricing. Specific information regarding membership in this meetings & events professional association is provided on a separate handout included on the Blackboard site for the course. Securing membership by the student is worth 10% of the overall course grade as indicated below in the Course Evaluation Method section. Students choosing not to join MPI will forfeit this 10% grade portion. In order to receive credit for this portion of the student's grade, he or she must join prior to midnight on DATE TBD.

*If you have any concerns about this portion of the class requirement, please contact Dr. Ricci within the first week of the semester. MPI is a fully open, inclusive organization for anyone and everyone interested in the meetings & events industry. There are no restrictions based on age, gender, gender-identity, race, ethnicity, sexual orientation, nationality, religion, income, education level, employment status, level of industry experience or anything else!*

#### ***Attendance at Meetings & Events Industry Professional Association Meetings***

As part of this course, students may attend 3 professional association meetings related to the events industry. Students may attend any MPI meeting of their choice, but their attendance must occur prior to midnight on DATE TBD if students wish to earn points for this grade category. Specific information regarding attendance at professional meetings is provided on a separate handout included on the Blackboard site for the course. This grade category is worth a maximum of 15% of the overall course grade as indicated below in the Course Evaluation Method section.

*If you have any concerns about this portion of the class requirement, please contact Dr. Ricci within the first week of the semester.*

### **Class Time Commitments**

According to Florida Administrative Code, Rule 6A-10.033, students must spend a minimum 37.5 hours of in class time during a 3-credit course. Additionally, students enrolled in a 3-credit course are expected to spend a minimum of 75 hours of out-of-class-time specifically working on course-related activities (i.e., reading assigned pieces, completing homework, preparing for exams and other assessments, reviewing class notes, etc.) and fulfilling any other class activities or duties as required.

The course schedule for this course reflects these expectations of students.

## **Class Preparation and Participation**

Students must read the required assignments prior to coming to class. Assigned cases, problems, articles, chapters, et al. should be reviewed and insight should be garnered prior to our face-to-face meetings. A regular perusal of sources such as *Hotel Business*, *Meeting Magazine*, *Hotel Online*, and other hospitality industry trade media is highly suggested. A regular perusal of these hospitality trade sources will ensure richer in-class discussions.

## **Course Learning Objectives**

Upon completion of this course students will be able to:

- Describe the standard procedures used when planning a meeting or event
- Discuss and describe meetings and events terminology, definitions, and industry acronyms
- Understand basic components of a contract between a venue and a meeting or event planner
- Distinguish among a convention and visitors bureau (CVB), a destination management company (DMC), and a conference center in terms of their service offerings
- Explore various meetings & events related roles and career paths
- Differentiate among the benefits of multiple meetings and events professional associations

## **Student Learning Outcomes (SOLs)**

Upon completion of the semester, students will be able to:

- Identify key elements in planning a successful meeting or event
- Discuss basic components of a contract
- Identify basic site selection processes
- Understand the advantages of using a destination marketing organization (DMO)
- Understand the advantages of using a destination management company (DMC)
- List at least three key components of a request for proposal (RFP)
- List at least three key components of a banquet event order (BEO)
- Define attrition policy
- Define cancellation policy
- Define catering guarantee
- List various career paths in the meetings & events industry
- Distinguish between a DMC and a DMO by typical services provided
- Illustrate the benefits of participating in a meetings & events professional association

## **Grading Scale**

A	94% - 100%
B+	91%- 93.99%
B	83%- 90.99%
B-	80% - 82.99%
C+	78%- 79.99%
C	70%- 77.99%
D	60%- 69.99%
F	<59.99%

### Grading Scale (Continued)

**Curving:** There is no curving in this course on any individual assessment *or* on overall course grades.

**Extra Credit:** There are no opportunities for extra credit in this course.

### Course Evaluation Method

<u>EXAM #1</u>	25.00%
<u>EXAM #2</u>	25.00%
<u>MEMBERSHIP IN PROFESSIONAL MEETINGS &amp; EVENTS ORGANIZATION*</u> (100 points possible)	10.00%
<u>ATTENDANCE AT 3 PROFESSIONAL ASSOCIATION MEETINGS*</u> (75 points possible – 25 points per event attended)	15.00%

\* See Blackboard for specific information regarding this grade category including important dates, procedures, and other vital information.

<u>TERM PAPER</u>	25.00%
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\* See Blackboard for specific information regarding this grade category including important dates, citation format, structure, and other vital information.

All letter grades are calculated using the weighted average from all items listed above. Please refer to the above grading scale when determining your overall course grade.

Both assessments are both taken via the **Blackboard** learning management system (LMS). Students are responsible for having all appropriate downloads and applications necessary to utilize Blackboard; additionally, students are responsible for having an acceptable Internet connection during exams. Students may use an on-campus computer lab if one is available and open during the scheduled exam times.

Exact details and specifics regarding assessment dates and procedures will be provided during the semester by the professor. Content for the assessments may be taken from *ANY source*: live classroom lectures, email discussions, assigned chapters in the textbook, assigned articles, class handouts, homework assignments, guest lecturers, or website links deemed important. The material on the assessments is primarily based on the class reading assignments.

Students are *required* to check their FAU email accounts on a regular basis as exam information is often communicated via email.

## Additional Course Policies

### Late Assignments

No assignments, projects, or assessments (i.e., midterm or final) may be taken late or turned in late *except* as indicated elsewhere in the syllabus for approved reasons (i.e., illness, university-approved absences, religious accommodations, extreme emergencies, etc.). Exams submitted late will only have questions graded that were submitted prior to the end time of the examination.

### Attendance Policy

Attendance is not mandatory. The professor believes that students are adult learners and it is up to the student himself or herself if he or she wishes to attend on a regular basis and fully participate in the learning process. Remember, however, that active learning and attendance as well as class involvement regularly correlates positively with better academic performance.

### Approved FAU Holidays – No Class

In accordance with FAU guidelines, no assessments or course communications will occur during scheduled FAU holidays. **HOLIDAYS TBD**

### Etiquette and Netiquette Policy

**In the event that we happen to meet face-to-face for a guest speaker or get together for any purpose, the following etiquette and netiquette policies will apply.**

**Electronic Devices:** The use of laptop computers in class is permitted solely in support of learning activities – taking notes, for example. Students may not use instant messenger, write emails, chat, etc. or do anything other than taking notes with a laptop computer. These other activities are bothersome to those fully engaged in the learning process.

Cell phones, PDAs, and other electronic devices capable of communicating outside the classroom *must* be turned off while class is in session. Please do not put them on vibrate and check them during class. Turn them off and place them out of view during the entire class session.

The professor respects each individual to share his or her opinion when speaking in class and asks the same respect to have an uninterrupted class exempt from disturbances these electronic devices may cause.

These devices disturb your classmates far more than you may imagine. When guest speakers are presenting, *all* electronic devices must be turned off out of respect for the speaker.

**Students who use their laptop computers for anything other than taking notes will be asked to leave class immediately. A second offense will result in a recorded, failing grade of F in the course.**

### **Tardiness/Early Class Departure**

Being late is sometimes a necessity due to unforeseen circumstances. When entering late, please make sure you enter *quietly* and *slowly close the door* so as not to cause a disturbance to those already in class.

Also, sometimes the need to leave class early occurs due to work schedules, unexpected illness, etc. The professor recognizes this possibility and asks students to please leave quietly so as not to disturb the flow of class or your peers' learning environment. Please make sure you quietly close the door as you exit the classroom.

### **Illness or Extreme Emergency Causing a Missed Assessment (Midterm and/or Final)**

A student who misses an exam may receive a makeup exam if he or she suffered from a documented medical illness or extreme emergency. By "documented illness," the professor **requires** a note from a medical professional (doctor, on-campus clinic visit, etc.). An emergency is considered "extreme" if the incident warrants medical attention or otherwise *prohibits* a student from attending the exam. Items such as car problems, computer failure, forgetting, having to work, etc. are **not** considered extreme. The professor will use fairness and ethical behavior in all determinations of what is considered an *extreme* emergency. Determination of whether or not a makeup will be provided will depend on the outcome of this determination.

In addition to documentation, the student (or his or her designee) **MUST** notify the professor within 24 hours of the missed event (i.e., midterm or final) regardless of whether it was missed due to an illness *or* an extreme emergency. The professor may be reached via telephone or email (contact information listed above). Failure to contact the professor in the time frame provided will result in a grade of 0 being recorded for that particular assessment.

If documentation is provided (for an illness) and/or a determination is made that the emergency *was* indeed extreme, a makeup assessment will be provided to the student. The make-up assessment will be at the identical level of difficulty and course evaluation potential as the original assessment. These policies apply to the midterm and final exam only; these policies do **not** apply to the other areas of the course (attending industry meetings, joining a professional association) as there are multiple weeks of time in which students may complete these activities.

Missed exams for any other reason than a documented illness or extreme emergency will not be given a makeup exam.

The above policy is only for those who miss an exam without advance notice; university-approved absence and/or religious holidays **require** advance notification to the professor as stated in the following section.

### **Make-up Assessments (Midterm or Final)**

No assessments (midterm or final) may be made up or rescheduled *except* for approved reasons as indicated elsewhere in the syllabus (i.e., documented illness, university-approved absences, religious accommodation, documented extreme emergency, etc.).



### **University Approved Absence Policy Statement**

In accordance with rules of Florida Atlantic University, students have the right to reasonable accommodations to participate in University-approved activities, including athletic or scholastics teams, musical and theatrical performances, and debate activities. **It is the student's responsibility to notify the course instructor at least one week prior to missing any class, assignment, assessment, or other activity.** Additionally, proper documentation must be provided to the instructor.

### **Religious Accommodation Policy Statement**

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments. For further information, please see <http://www.fau.edu/academic/registrar/catalog/academics.php>

### **Religious Accommodation Policy Statement (Continued)**

Both the midterm and final exam are scheduled from the very first day of class. In order to change the date due to a religious accommodation request, please notify the professor as early as possible to arrange an alternative date.

### **Email Account Requirements**

FAU students sometimes have problems if they have their FAU emails forwarded to their personal account on another Internet Service Provider (ISP).

As a student in this course, you are **required** to utilize your FAU email address for all correspondence.

All electronic mail correspondence from the professor will be sent to the FAU email address you have on file. Please make sure this address is functioning and able to accept incoming emails.

### **Lock Down Browser/eTesting Statement**

Students do not need to install or utilize "Lock Down Browser" when taking exams for this course via Blackboard. However, students are **required** to have all appropriate plug-ins and other necessary items installed on their laptops if they use their own equipment to take the eLearning assessments. Technical failure is not a valid excuse for a midterm or final exam makeup – or for submitting either the midterm or final exam beyond the scheduled expiration time.

If the student has any doubts about the currency of his or her hardware, software, or ability to use Blackboard, he or she must use an on-campus computer lab or the FAU library to take the exam (whichever facility is open during the posted assessment hours – it is the student's responsibility to verify hours of computer lab or library operating hours in advance of the assessment). Student Tutorials in Blackboard are available. After signing into Blackboard, follow the tab at the top of the screen that says "Tutorials". Or, phone the Computer Help Desk at 561-297-3999.



### **Anti-plagiarism Software**

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the FAU Code of Academic Integrity (see below).

## **Other University and College Policies**

### **FAU Code of Academic Integrity Policy Statement**

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see **University Regulation 4.0001** at [http://www.fau.edu/regulations/chapter4/4.001\\_Code\\_of\\_Academic\\_Integrity.pdf](http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf)  
**Disability Policy Statement**

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) – in Boca Raton, SU 133, (561) 297-3880; in Davie, LA 240, (954) 236-1222; or in Jupiter, SR 110, (561) 799-8010 – and follow all OSD procedures. You may also visit their web site at: [www.fau.edu/osd](http://www.fau.edu/osd)

### **Incomplete Grade Policy Statement**

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete (“I”). The assignment of the “I” grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete (“I”) grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

## **Withdrawals**

Any student who decides to drop is responsible for completing the proper paper work required to withdraw from the course by the university deadlines.

## **Grade Appeal Process**

A student may request a review of the final course grade at any time. However, a student may appeal a grade *only* if one of the following conditions applies:

- There was a computational or recording error in the grading.
- Non-academic criteria were applied in the grading process.
- There was a gross violation of the instructor's own grading system.

The procedures for a grade appeal may be found in Regulation 4.002, Student Academic Grievance Procedures for Grade Reviews. This document may be accessed at the following link:  
[http://www.fau.edu/regulations/chapter4/4.002\\_Student\\_Academic\\_Grievance\\_Procedures\\_for\\_Grade\\_Reviews.pdf](http://www.fau.edu/regulations/chapter4/4.002_Student_Academic_Grievance_Procedures_for_Grade_Reviews.pdf)

## **Disruptive Behavior Policy Statement**

**In the event that we meet face-to-face for any reason, the following Disruptive Behavior Policy Statement will apply:**

Disruptive behavior is defined in the FAU Student Code of Conduct as “... *activities which interfere with the educational mission within classroom.*” Students who behave in the classroom such that the educational experiences of other students and/or the instructor's course objectives are disrupted are subject to disciplinary action. Such behavior impedes students' ability to learn or an instructor's ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor's expectations for classroom conduct.

## **Faculty Rights and Responsibilities**

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the “FAU Student Code of Conduct, Regulation 4.007”

To review the FAU Student Code of Conduct, Regulation 4.007, please visit:  
<http://www.fau.edu/studentconduct/Student%20Conduct%202012.pdf>

**ELEARNING NOTICE:** This course will be conducted virtually as it is a fully online (eLearning) course. In order to stay current, it is the student's responsibility to check his or her FAU email on a regular basis. It is highly recommended that students check their emails at least two times per week.

## Tentative Course Outline\*

DATE	ASSIGNMENT
Week 1	Class overview discussion, syllabus review, details of class expectations for experiential learning, etc. Chapter 1 – Introduction to the MEEC Industry; Join Meeting Professionals International (MPI)
Week 2	Read Chapter 2 – MEEC Organizers and Chapter 3- Destination Marketing Organizations (DMOs); Show Destination Marketing Video and Palm Beach Bed Tax Collection History
Week 3	Read Chapter 4 – Meeting Venues; Show Power Point for Palm Beach County Convention Center (PBCCC) and Meetings at Sea
Week 4	Read Chapter 5 Exhibitions Deadline to join MPI (Deadline TBD)
Week 5	Read Chapter 6 – Service Contractors
Week 6	Read Chapter 7 – Destination Management Companies (DMCs); Show Power Point for ADMEI
Week 7	Read Chapter 8 – Special Events Management
Week 8	EXAM 1 – COVERING CHAPTERS 1 THROUGH 8 DELIVERED VIA BLACKBOARD ON DATE TBD; The midterm will be available during class time from 4:00 pm – 7:00 pm and is taken in Blackboard; students may take the midterm from any location with a reliable Internet connection.
Week 9	Read Chapter 9 – Planning & Producing MEEC Gatherings and Read Chapter 10 – Food & Beverage
Week 10	Read Chapter 11 – Legal Issues
Week 11	Read Chapter 12 – Technology and Read Chapter 13 – Green Meetings; Show supplemental Green Meetings Industry Council (GMIC) power point
Week 12	Read Chapter 14 – International Aspects
Week 13	Read Chapter 15 – Putting it All Together
Week 14	Review of Overall Course Materials
Week 15	NO CLASS FOR THANKSGIVING HOLIDAY (Date TBD) ALL MPI RECEIPTS DUE by midnight (Date TBD)
Week 16	EXAM #2 – COVERING CHAPTERS 9 THROUGH 15 DELIVERED VIA BLACKBOARD (Date TBD); The final will be available during class time from 4:00 pm – 7:00 pm; students may take the midterm from any location with a reliable Internet connection.

\*The schedule serves as a tentative overview of the course progression. It is subject to change *infrequently* based upon the learning pace of the students, guest lecturer availability, and other criteria deemed appropriate by the professor. Please be sure to check your FAU emails on a regular basis for the latest class information.