
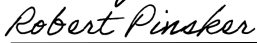
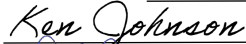


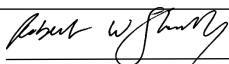
 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>COURSE CHANGE REQUEST</b> <b>Graduate Programs</b>		UGPC Approval _____ UFS Approval _____ SCNS Submittal _____
	<b>Department</b> Marketing-Hospitality & Tourism Management  <b>College</b> Business		Confirmed _____ Banner _____ Catalog _____
<b>Current Course Prefix and Number</b> HMG 6756		<b>Current Course Title</b> Meetings & Events Management	
Syllabus must be attached for <b>ANY</b> changes to current course details. See <a href="#">Template</a> . Please consult and list departments that may be affected by the changes; attach documentation.			
<b>Change title to:</b> Events Management  <b>Change prefix</b> From: _____ To: _____  <b>Change course number</b> From: _____ To: _____  <b>Change credits*</b> From: _____ To: _____  <b>Change grading</b> From: _____ To: _____  <b>Academic Service Learning (ASL) **</b> Add <input type="checkbox"/> Remove <input type="checkbox"/>		<b>Change description to:</b>   <b>Change prerequisites/minimum grades to:</b>   <b>Change corequisites to:</b>   <b>Change registration controls to:</b>   Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade.	
<b>Effective Term/Year for Changes:</b> Fall 2024		<b>Terminate course? Effective Term/Year for Termination:</b>	
<b>Faculty Contact/Email/Phone</b> Stella Quintero/SQuinte1@fau.edu/(561)297-0411			
<b>Approved by</b> Department Chair  College Curriculum Chair  College Dean  UGPC Chair  UGC Chair  Graduate College Dean  UFS President _____ Provost _____		<b>Date</b> 2/15/2024 2/15/2024 2/15/2024 Feb 26, 2024 Feb 26, 2024 Feb 26, 2024 _____ _____	

Email this form and syllabus to [UGPC@fau.edu](mailto:UGPC@fau.edu) 10 days before the UGPC meeting.



**HMG 6756, Sections 100/101, CRNs 13156  
EVENTS MANAGEMENT (new title)  
Summer Semester, 10 Weeks, (06/11/2023 – 08/05/2023)  
Fully Online; No Assigned Classroom**

**Professor Information**

Professor: Peter Ricci, CHA, CHSE, CRME, CHIA, CHRM, HIFIA, CHBA, CHDM  
Phone: (561) 297-3666 (office); (954) 234-3847 (cell)  
Email: [peter.ricci@fau.edu](mailto:peter.ricci@fau.edu) \*Email is my preferred method of communication

**Office Hours**

Physical Office Location: Boca Raton campus, Fleming Hall, 3<sup>rd</sup> Floor, Office #311

Office Hours: Fridays, 1:00 pm – 7:00 pm Dr. Ricci is willing to schedule a personal appointment weekdays or weekends, day or evening, depending on mutually convenient times. Feel free to reach out any time to schedule at the email address listed above. Further, if you plan to visit during the regularly scheduled Friday office hours, please let Dr. Ricci know in advance a *specific* time so that he may plan adequate time to spend with you. Dr. Ricci will *always* be as flexible as possible.

**Required Text**

**Title:** *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*

**Author:** George G. Fenich

**Edition:** 4<sup>th</sup>

**Publisher:** Pearson

**ISBN:** 9780133815245

## **Course Description**

This course explores the meetings and events industry, its economic impact, operational protocols and challenges, marketing techniques, budgeting and finance components, as well as strategies for planning a major meeting or event.

## **Credit Hours**

3

## **Prerequisites/Co-Requisites**

No prerequisite or co-requisite course requirements. The student need only be in “good standing” with FAU College of Business (COB) Executive Programs.

## **Student Learning Outcomes (SLOs)**

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

## **Course Evaluation Method**

### **Grading Scale**

A	95.00% -100%	A-	90.00% -94.99%	B+	87.00% -89.99%
B	84.00% -86.99%	B-	80.00% -83.99%	C+	77.00% -79.99%
C	70.00% -76.99%	D	60.00% -69.99%	F	0.00% - 59.99%

**Exam #1:** 25% (65 questions; multiple choice and True/False format, completed using Canvas)

**Exam #2:** 25% (65 questions; multiple choice and True/False format, completed using Canvas)

**Reflection Paper:** 50% (Detailed information on paper provided by Professor and also in Canvas)

**OR**

**Membership in Professional Event Organization AND Attendance at 1 Event Minimum 50%**  
(Detailed information on this option provided by Professor and also in Canvas)

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

**Curving:** There are no curves provided in this course on any individual assessments *or* on overall course grades.

**Extra Credit:** There is ONE opportunity for extra credit – to submit your paper early. Please see the Term Paper Guidelines in Canvas for further details.

## **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 students enjoy 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 4.001 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).

**Any violations of FAU's Code of Academic Integrity will result in the student receiving a failing ("F") grade in the course. Additionally, violators will be reported to any and all appropriate FAU administrators (i.e., department, college, program, university, student conduct board, etc.).**

## **Disruptive Behavior Statement**

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. ***This is a fully online course; this statement is included for protocol and in the event there are any online discussions in group format.***

## **Disability/Accessibility Policy Statement**

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 110 (561-799-8585)—and follow all SAS procedures. Their web site is: <https://fau.edu/sas>

This course is distributed in a fully eLearning format. As such, the professor will not be able to identify any student’s specific needs unless the student communicates this information to the professor. Please make sure that you forward requests for accommodations to the professor as early in the semester as possible. The professor strives to provide the best learning experience for all students in all cases – every attempt will be made to provide reasonable accommodations.

Students will experience a vast array of services at the Student Accessibility Services Office (SAS) including, but not limited to: reader software, speech recognition, digital pens, ergonomic keyboards, alternative mice devices, standard and scientific calculators with speech, etc.

## **Faculty Rights and Responsibilities/Student Code of Conduct**

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 Student Code of Conduct; this code may be viewed here:  
<http://www.fau.edu/artsandletters/new-pdfs/4.007.Student%20Code%20of%20Conduct.pdf>

## **Religious Observances 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, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments. For further information, please see FAU Regulation 2.007 at:

<http://www.fau.edu/regulations/chapter2/Reg%202.007%208-12.pdf>

Exam and other assessment due dates have already been scheduled and are listed in this syllabus. The exam dates can be found in the Tentative Schedule section of this syllabus. In order to change the exam date for a student due to accommodate his or her religious observance, the student must notify the professor as early as possible to arrange an alternative date. Please request an alternative date from the professor as **early as possible in the semester**.

## **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.

## **Illness or Extreme Emergency**

A student who misses an assessment (i.e., exam) *may* receive a make-up exam if he or she suffered from a documented illness or extreme emergency. By "documented," the professor **requires** a note from a medical professional (doctor, on-campus clinic visit, etc.) or other verification. Additionally, the student (or his or her designee) **MUST** notify the professor within 24 hours of the missed event (i.e., exam). 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. The make-up assessment (if provided) will be at the identical level of difficulty and course evaluation percentage as the original assessment.

Documentation (i.e., a doctor's note) must be turned in directly to the professor in their ***original*** format. Scanned, photographed, copied, or otherwise manipulated formats will ***not be considered acceptable***.

Please note that this policy applies only to illnesses and ***extreme*** emergencies (i.e., death in family, severe illness, etc.). It will not apply to technical issues as stated below in the Technical Difficulties during Assessments section.

## **Make-up Assignments/Assessments OR Late Assignments or Assessments**

No assessments (i.e., exams) may be taken late *except* as indicated elsewhere in the syllabus for approved reasons (i.e., illness or extreme emergency, university-approved absences, or religious accommodations). A student is considered “late” for an assessment if he or she does not sign in to take the assessment during the “open hours” as indicated by the professor. These open hours are communicated to students well in advance of the actual assessment date for planning purposes. It is fully the student’s responsibility to adhere to these scheduled times.

Further, there are no make-up assessments in this course *except* for approved scenarios as indicated above (i.e., religious accommodations, illness, or university-approved absences). There are no make-up assessments provided for technical difficulties as stated above in the Technical Difficulties during Assessments section.

## **Technical Difficulties during Assessments of Any Kind (i.e., assignments, exams, etc.)**

Students are expected to complete all assessments using the course Learning Management System (LMS) – CANVAS. Students are expected to have *all* mandatory plug-ins, software, and hardware requirements to utilize Canvas appropriately. Students should not wait until the assessment is about to take place to verify that they are ready. Reach out to the FAU Help Desk if you have questions at 561-297-3999.

In order to verify one’s computer compliance, students are required to visit the Canvas web site for FAU and utilize any student tutorials, help videos, and/or live support available. **The professor cannot provide Canvas support.** There are various tutorials and informational links provided from Canvas directly. The Canvas web site for FAU students is: <https://canvas.fau.edu>. If a student is still unsure or has further questions, he or she must utilize the FAU Help Desk by calling 561-297-3999 or visiting their web site at: <https://fau.edu/helpdesk>

When students take online assessments in this course, they may choose to do so from any location. However, it is the student’s responsibility to make sure that the Internet service they are using is reliable and secure. If the Internet crashes or the connection is “spotty”, students may not be able to complete their assessments. **Technical difficulties and computer issues – including connection failures – are *not* acceptable excuses for a make-up assessment.** Any student who fails to complete an assessment during the open, posted hours for that particular assessment will *not* be provided a make-up due to technical difficulties or Internet failures of any kind. The student will receive a grade of “0” on that particular assessment if he or she cannot take the assessment at all; if he or she completes a portion of the assessment, he or she will receive the partial grade they have earned prior to the technical difficulty.

**In summary, make sure you have a reliable, secure location for doing anything Internet-based as this is a fully online course.**

## **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 satisfying 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.

## **Grade Appeal Process (Student Academic Grievance Procedures for Grade Reviews)**

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

- 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)

## **Holidays**

There is no classroom assigned for face-to-face meetings; hence, official FAU Holidays do not apply for class meetings. Additionally, no assignments or face-to-face meetings with the professor would ever be scheduled during an official FAU holiday. For informational purposes only, the summer semester, 2022 official FAU holidays are as follows: Monday, May 30 (Memorial Day) and Monday, July 4 (Independence Day).

## **Withdrawals**

Please check with your FAU Executive Education liaison/representative for the last official day/date to drop without penalty or receipt of a failing grade of “F.”



## **Attendance Policy**

In an eLearning course, there are no physical attendance requirements or guidelines. However, students are highly suggested to check their FAU emails a minimum of three (3) times per week to stay current with class assignments, reading assignments, and any other class information. Failure to miss important class information because of a student's "absence" from checking emails regularly is **not** the responsibility of the professor and will not be considered as a valid excuse for any missed assessments.

## **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 electronic mail 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. **The professor prefers communication via email.**

*Students are required to check their FAU email address a minimum of 3 times per week for the entire length of the semester in order to stay on top of their assigned readings, assignments, and exam information.*

## **Professionalism/Netiquette**

In order to enhance the learning environment, students are requested to use professionalism and "netiquette" at all times when communicating with their professor or with their peers. This includes all forms of communication from emails to telephone calls to instant messages and virtual chats (i.e., Collaborate). The FAU Code of Academic Integrity (see the Code of Academic Integrity Policy Statement above) includes **all** student behavior including that which takes place in an eLearning environment. Students who violate professionalism and common courtesy will be subject to the guidelines of the Code of Academic Integrity. As future business professionals, common courtesy, respect, and ethical behavior is expected of all students enrolled in and/or affiliated with this course. This applies both to in person, face-to-face discussions as well as any online discussion if applicable.

## **Reaching Your Goal of a College Degree**

In today's busy world, it's easy for students to get off track due to their busy lives with work, families, significant others, financial problems, etc. Florida Atlantic University is committed to helping you make it through to your goal of earning a college degree. We encourage you to use **any** or **all** of the resources below if you encounter problems along the way. Remember that if you attend class regularly, take good notes, and read the assignments in a timely manner, you should succeed and reach your goals. If you have problems understanding the lecture topics, specific components within the lectures, difficulty with a reading assignment, or would like to review your exams in person, please set up an appointment with the instructor. He will be as flexible as possible to accommodate your busy schedule.

Remember; *do not wait until the end of the semester to seek assistance!* Reach out to the professor as early as possible when the need arises. Instead of just dropping a course or putting a stop to your attendance when "life gets in the way", the professor encourages you to also use the **vast** resources here at FAU. Please see the extensive list of resources available at:

[www.fau.edu/studentresources](http://www.fau.edu/studentresources)

## **Nuances of eLearning as it applies to Fully Online and Hybrid/Mixed Mode Courses**

1. You may not have previously enrolled in an eLearning course. As with face-to-face courses, there is tremendous variety across teaching styles and professors. In this course, the professor will provide most "discussions" via three primary methods:
  - Summary notes provided by the professor to the students
  - Use of technology for some narrated power points or video lectures
  - Electronic communication (email) between the professor and the student
2. Also, in an eLearning environment, the "visual" cues of face-to-face interaction are missing and a person's tone may be misunderstood. For example, a student may attempt to "joke" with another student, but their smile cannot be seen and their "joke" may be misconstrued as sarcasm or, even worse, a degrading comment. Hence, students are strongly encouraged to proofread their typed communications for explicit clarity and professionalism prior to their delivery to the professor or their peer students.
3. As with any eLearning course, it is fully the student's responsibility to have the proper hardware, software, and other required technology resources. Please review the following technology-specific information.
  - Students are required to use any "tutorials" or training offered in Canvas to be certain they can use the software as required
  - Students are required to install all plug-ins and other related technology required software in order for Canvas to operate properly
  - Students are required to phone the FAU Computer Help Desk at 561-297-3999 if they have specific technology questions; the professor does not have this information

## **Nuances of eLearning as it applies to Fully Online and Hybrid/Mixed Mode Courses** **(Continued)**

- All exams will be distributed to students via the Learning Management System – Canvas. Students will take all exams and quizzes from any location where they have a reliable Internet connection as well as the appropriate installed software on their computer. Or, students can take their exams and quizzes at any FAU computer lab that is open and available during the time of the scheduled exam or quiz if they happen to be located near a physical FAU campus.
- Please review the above section, Technical Difficulties during Assessments, to become fully familiar with this information; students cannot claim a technical difficulty as an excuse for not completing a quiz or exam during the open time frame
- Any student needing accommodations to use technology for an assessment (or for other class purposes) must a) be registered and approved by the FAU Student Accessibility Services (SAS) office, b) have provided the professor with the SAS office official documentation and any other necessary information well in advance of the assessment, c) requested reasonable accommodations well in advance of the assessment, and, d) also be provided the option to take the exam with a proctor at the SAS office if necessary
- All assessments in this course (i.e., exams and assignments) will be taken within the Learning Management System (LMS) Canvas

**Tentative Course Schedule (Summer Semester, 2022) \***  
**HMG 6756 – Meetings & Events Management**

<b>Date</b>	<b>Topics</b>	<b>Assignment</b>
<b>Weeks 1-4</b>	MODULE 1 (Chapters 1-8)	Read all chapters in MODULE 1
<b>JULY 8</b>	<b>Exam 1</b> (Friday, July 8, 2022); Available 9:00 am – 9:00 pm; delivered via Canvas; Exam 1 will cover Chapters 1-8 (Module 1)	Finish reading all chapters in MODULE 1; complete <b>Exam 1</b>
<b>Weeks 5-8</b>	MODULE 2 (Chapters 9-15) and REFLECTION PAPER	For those desiring <b>extra credit</b> of 5 points out of a possible 100, please submit your paper by 9:00 pm on <b>July 10, 2021</b> .
<b>JULY 15 OR AUG 1</b>	(Friday, July 15, 2022); DUE BY 9:00 PM – <b>REFLECTION PAPER MUST BE SUBMITTED AS EMAIL ATTACHMENT</b> (see paper guidelines) <b>No late papers will be accepted</b>  (Friday, August 1, 2022); FOR ANY OF YOU USING THE EVENT MEMBERSHIP/ATTENDANCE OPTION ALL DOCUMENTATION MUST BE SUBMITTED BY EMAIL ATACHMENT BY 9:00 PM	
<b>AUG 5</b>	<b>Exam 2</b> (Friday, August 5, 2022); Available 9:00 am – 9:00 pm; delivered via Canvas; Exam 2 will cover chapters 9-15 (Module 2)	Finish reading all chapters in MODULE 2; complete <b>Exam 2</b>  <b>In addition to the textbook reading assignments, articles may be distributed on a regular basis. These articles will be part of the required course reading if utilized and could be “fair game” for exam questions.</b>

\*This schedule serves only as a *tentative* plan for the course progression. It is **infrequently** subject to change based on the learning pace, students’ rate of comprehension, and other needs deemed appropriate by the professor. Please be sure to check your FAU email address a minimum of 3 times per week for the latest class information.