## Proposal Form For Addition And Revision Of Courses

### 1. Proposing College / School:
- College of Human Sciences

### Department:
- Department of Nutrition and Food Science

### 2. Course Prefix and Number:
- HRMT 5460

### 3. Effective Term:
- Spring 2010

### 4. Course Title:
- Catering and Event Management

### Abbreviated Title (30 characters or less):
- Catering and Event Management

### 5. Requested Action:
- Add a Course
  - Current Course Number: [Blank]
  - Proposed Course Number: [Blank]
  - Type of Revision: Add Lab

### 6. Course Credit:

<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Lecture</td>
<td>Weekly</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Laboratory</td>
<td>Weekly</td>
<td>1</td>
<td>20</td>
</tr>
</tbody>
</table>

Total Credit Hours: 3

### 7. Grading Type:
- Regular (ABCDF)
- Satisfactory/Unsatisfactory (S/U)
- Audit

### 8. Prerequisites/Corequisites:
- P: HRMT Major, HRMT 3400 or MKTG 3810, ACCT 2910, Dept Approval

### 9. Restrictions:
- List specific restriction in space above.

### 10. Course Description:
(20 Words or Less; exactly as it should appear in the Bulletin)
- Management and organizational techniques employed in the catering and special events industry.

### 11. May Count Either
- HRMT 5460 or HRMT 6460

### Program Type
- (e.g.: minor, major, etc.)

### Program Title
- (e.g.: MS in Chemistry, Performance Option, Minor in Art)

### Requirement or Elective?
- (required or optional?)

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Program Title</th>
<th>Requirement or Elective?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major</td>
<td>BS in Hotel &amp; Restaurant Management</td>
<td>Elective</td>
</tr>
</tbody>
</table>

### 12. Affected Program(s):
(Respond "N/A" if not included in any program; attach memorandum if more space is required)

### 13. Overlapping or Duplication of Other Units' Offerings:
(If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
- Applicable
- Not Applicable
14. Justification:

Faculty and student feedback has pointed to the need for a formalized supporting laboratory component to this class. This will not lead to an increase in credit hours rather a redistribution of hours lecture only to lecture/laboratory. The program's partner, The West Paces Hotel Group, can easily accommodate this laboratory component of the class in the form of an actual event that students can plan, execute and evaluate. This will considerably enhance the student learning experience and enable students to practice the theory covered in normal class.

Regarding prerequisites for the course, prior knowledge of marketing and accounting concepts are imperative as students will be in charge of planning and executing the main fund-raising event for the Hotel and Restaurant Management program. Students will be asked to prepare and present a detailed budget for the event as well as to develop and implement a marketing strategy for the event. In order to effectively execute both these tasks it is required that students have prior knowledge of both subject areas, justified by earning a passing grade in ACCT 2910 and HRMT 3400/ MKTG 3810.

15. Resources:

No additional resources are needed. Laboratory space will be provided by the program's partner, the West Paces Hotel Group at the AU Hotel and Conference Center.

16. Student Learning Outcomes:

1. Demonstrate an understanding of the basics of coordinating special events.
2. Recognize key topical issues confronting the area of special events.
3. Demonstrate an understanding of the various segments of special event planning.
4. Plan, organize, execute, and facilitate an actual event.

17. Course Content Outline:

1 LECTURE: Introduction to Event Management • Anatomy of an Event
LABORATORY: Introduction to AUHCC's event planners • Role of AUHCC in the event management class

2 LECTURE: Planning the Event • Concept and Design
LABORATORY: Conceptualization for the 18th annual Hospitality Gala

3 LECTURE: Feasibility • Legal compliance
LABORATORY: Guest list management • Design of Save the Dates • The Hospitality Gala Website

4 LECTURE: Developing the Event Site • Making Event Memories
LABORATORY: Donors and sponsor list management for live and silent auctions

5 LECTURE: Financial Management • Risk Management
LABORATORY: Setting budgetary objectives

6 LECTURE: Marketing • Promotion
LABORATORY: Design of Invitations • Promotions strategy

7 LECTURE: Coordinating the Environment • Fundamentals of Production
LABORATORY: Entertainment strategy • Conceptualization of live cooking demonstrations
8 LECTURE: Event Protocol • Staging the Entertainment Experience
LABORATORY: Décor for the event

9 LECTURE: Staffing • Vendors and Volunteers
LABORATORY: Menu Selection and Wine Pairing

10 LECTURE: Food and Beverage operations
LABORATORY: Volunteer recruitment • Designation of work assignments for the event • Silent auction packages

11 LECTURE: Event Logistics
LABORATORY: Design of event programs • Silent auction packages

12 LECTURE: Knowledge management
LABORATORY: Guest list management • Design of bid paddles

13 LECTURE: Strategies for success
LABORATORY: Silent Auction packages • Radio & Television spots

14 LECTURE: Final Stages of the Event Preparation
LABORATORY: Mock event walk through • The Hospitality Gala Event

15 LECTURE & LABORATORY: Post event debriefing

16 LECTURE: Careers in event management

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

LAB ASSIGNMENTS

Marketing assignment (100pts):
  Design of marketing materials related to: Save the Dates, Invitations, Event Programs, Content for The Hospitality Gala Website

Design assignment (100pts):
  Theme conceptualization for the 18th annual Hospitality Gala
  Décor for the event
  Design of bid paddles

Operations assignment (100pts):
  Development of entertainment strategy
  Detailed Order/Flow of the event
  Designation of student and volunteer work assignments for the event

Administrative assignment (100pts):
  Donors and sponsor letters
  Budgetary objectives
  Conceptualization and acquisition of silent auction packages

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

LAB ASSIGNMENTS (400 pts)

THE HOSPITALITY GALA (April 24th, 2010 – 100pts)
  Event set-up (50pts)
  Event participation (50pts)

ACADEMIC WORK (Total 500pts)
  EXAM 1 (150pts)
  EXAM 2 (150pts)
  EXAM 3 (200pts)
TOTAL COURSE POINTS - 1000

SCORING AND GRADING: Grades will be assigned as follows:
=> 90% A
80% -- 89% B
70%--79% C
60% -- 69% D
<= 59% F

POLICIES ON UNANOUNCED QUIZZES AND CLASS ATTENDANCE AND PARTICIPATION

No unannounced quizzes will be administered in this course. Missed assignments/activities/exams may be made up with a University approved excused absence as stated in the Tiger Cub. Further, if a student misses any assignments/activities/exams, the student may be allowed to make up these missed assessments within two weeks from the time the student initiates arrangements for it and ONLY upon providing a proper document (e.g., doctor’s appointment) justifying their absence. Accordingly, the makeup assessment/activity/exam may vary in content, length, duration and rigor. Failure to provide proper documentation supporting a University approved excuse will result in the student earning no points on the respective assignment/activity/exam.

List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit:

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Include below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g.:hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2096 (V/TT).
Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Human Sciences
   Department: Department of Nutrition and Food Science

2. Course Prefix and Number: HRMT 6460

3. Effective Term: Spring 2010

4. Course Title: Catering and Event Management
   Abbreviated Title (30 characters or less): Catering and Event Management

5. Requested Action:
   - Add a Course
   - Revise a Course
   - Current Course Number:
   - Proposed Course Number:
   - Type of Revision: Add Lab

6. Course Credit:
   Contact/Group Hours | Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study) | Weekly or Per Term? | Credit Hours | Anticipated Enrollment
   2 | Lecture | Weekly | 2 | 6
   2 | Laboratory | Weekly | 1 | 6
   Total Credit Hours: 3

7. Grading Type: Regular (ABCDF)

8. Prerequisites/Corequisites:
P: HRMT Major, Graduate Standing, Dept. Approval

9. Restrictions: List specific restriction in space above.
   - College [ ] Major [x] Standing [x] Degree [ ]

10. Course Description:
    Exploring advanced management topics in catering and event planning including risk, liability, crisis and other challenges faced by the industry.

11. May Count Either [ ] or [ ] (Indicate if this particular course cannot be counted for credit in addition to another)
    Program Type (e.g.: minor, major, etc.) | Program Title (e.g.: MS in Chemistry, Performance Option, Minor in Art) | Requirement or Elective? (required or optional?)
    Major | MS/PhD in NUFS with/emphasis in HRMT | Elective

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
   - Applicable [ ] Not Applicable [x]
14. Justification: Faculty and student feedback has pointed to the need for a formalized supporting laboratory component to this class. This will not lead to an increase in credit hours rather a redistribution of hours lecture only to lecture/laboratory. The program’s partner, The West Paces Hotel Group, can easily accommodate this laboratory component of the class in the form of an actual event that students can plan, execute and evaluate. This will enhance the student learning experience considerably and enable students to practice the theory covered in normal class.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources: No additional resources are needed. Laboratory space will be provided by the program’s partner, the West Paces Hotel Group at the AU Hotel and Conference Center.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:

1. Demonstrate an understanding of the basics of coordinating special events.
2. Plan, organize, execute, and facilitate an actual event.
3. Demonstrate an understanding of the various segments of special event planning.
4. Recognize key topical issues confronting the area of special events and provide practical solutions for these issues.
5. Conduct a critical review of scholarly peer-reviewed research articles.
6. Identify areas for future research in the field of catering and special events management.
7. Demonstrate, through conversation and in writing, an understanding of relevant academic literature in the catering and event field.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

1 LECTURE: Introduction to Event Management • Anatomy of an Event
LABORATORY: Introduction to AUHCC’s event planners • Role of AUHCC in the event management class

2 LECTURE: Planning the Event • Concept and Design
LABORATORY: Conceptualization for the 18th annual Hospitality Gala
ASSIGNMENT: Article Reviews

3 LECTURE: Feasibility • Legal compliance
LABORATORY: Guest list management • Design of Save the Dates • The Hospitality Gala Website

4 LECTURE: Developing the Event Site • Making Event Memories
LABORATORY: Donors and sponsor list management for live and silent auctions
ASSIGNMENT: Research Project Proposal

5 LECTURE: Financial Management • Risk Management
LABORATORY: Setting budgetary objectives

6 LECTURE: Marketing • Promotion
LABORATORY: Design of Invitations • Promotions strategy
ASSIGNMENT: Article Reviews

7 LECTURE: Coordinating the Environment • Fundamentals of Production
LABORATORY: Entertainment strategy • Conceptualization of live cooking demonstrations
### 8. LECTURE: Event Protocol • Staging the Entertainment Experience
LABORATORY: Décor for the event
ASSIGNMENT: Research Project Midterm Draft Submission

### 9. LECTURE: Staffing • Vendors and Volunteers
LABORATORY: Menu Selection and Wine Pairing

### 10. LECTURE: Food and Beverage operations
LABORATORY: Volunteer recruitment • Designation of work assignments for the event • Silent auction packages
ASSIGNMENT: Article Reviews

### 11. LECTURE: Event Logistics
LABORATORY: Design of event programs • Silent auction packages

### 12. LECTURE: Knowledge management
LABORATORY: Guest list management • Design of bid paddles
ASSIGNMENT: Research Project Presentation

### 13. LECTURE: Strategies for success
LABORATORY: Silent Auction packages • Radio & Television spots

### 14. LECTURE: Final Stages of the Event Preparation
LABORATORY: Mock event walk through • The Hospitality Gala Event
ASSIGNMENT: Research Project – Final Draft

### 15. LECTURE & LABORATORY: Post event debriefing

### 16. LECTURE: Careers in event management

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

#### 18. Assignments / Projects:

<table>
<thead>
<tr>
<th>LAB ASSIGNMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing assignment (100pts):</td>
</tr>
<tr>
<td>Design of marketing materials related to: Save the Dates, Invitations, Event Programs, Content for The Hospitality Gala Website</td>
</tr>
</tbody>
</table>

| Design assignment (100pts):  |
| Theme conceptualization for the 18th annual Hospitality Gala |
| Décor for the event |
| Design of bid paddles |

| Operations assignment (100pts): |
| Development of entertainment strategy |
| Detailed Order/Flow of the event |
| Designation of student and volunteer work assignments for the event |

| Administrative assignment (100pts): |
| Donors and sponsor letters |
| Budgetary objectives |
| Conceptualization and acquisition of silent auction packages |

<table>
<thead>
<tr>
<th>ACADEMIC ASSIGNMENTS</th>
</tr>
</thead>
</table>

**1. READINGS**

Please refer to the text book as well as the weekly list of reading assignments provided by the instructor at the start of the semester. Students should complete all weekly reading assignments prior to class time and be prepared to lead the class in discussions on the material.
2. RESEARCH PROJECT (550pts total)

Choose a topic that focuses on current issues facing the catering and special events segment of the hospitality industry and develop a well researched academic or practitioner oriented conceptual paper. The paper should survey both the academic and business periodical literature. Specific deliverables of the research project are as follows:

a. Project Proposal (Due Week 4 – 50pts). Develop a two-page abstract (single spaced) that identifies and describes your topic. Briefly explain its importance to the advancement of the understanding of the catering and special events management. Construct a tentative annotated bibliography with at least ten (10) sources. Subject to instructor approval.

b. Midterm Draft Submission (Due Week 8 - 150pts). Prepare a written article of academic journal quality (approximately 12-15 single-space pages plus models, figures, and references) for the chosen topic. Refer to the Journal of Convention and Event Management for the manuscript style for your work.

c. Final Presentation and Submission of the Term Project

i. Class presentation (Due Week 10 - 100pts). A short (10-15 minute max) PowerPoint presentation of the key findings of your term research project is required. The PowerPoint is limited to no more than 12 slides.

ii. Revised Final Draft of Research Project (Due Week 12 – 250pts). Review comments will be provided on the midterm draft and your presentation. Make the revisions and resubmit your final project.

3. ARTICLE REVIEWS (50pts each - 150pts total)

A 2-page (max), single spaced, article review is required for a choice of three (3) of the articles on the weekly reading list provided by the instructor at the beginning of the semester. Article reviews should address the following:

a. Article Overview: Briefly summarize the thesis, goals, findings and conclusions of the work.

b. Key Learning Points: What are the key learning points / main findings of the article? Identify, define, and critically assess – a simple summary is not sufficient.

c. Follow-On Research: What other work has been done in this area since the publication of the article? Compare and contrast critically.

d. Applications: What insights from the article apply to the new products management process as discussed in class?

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

LAB ASSIGNMENTS (400 pts)

THE HOSPITALITY GALA (April 24th, 2010 – 100pts)
  Event set-up (50pts)
  Event participation (50pts)
<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Article Reviews (Weeks 2, 6, &amp; 10)</td>
<td>150pts</td>
</tr>
<tr>
<td>Research Project Proposal (Week 4)</td>
<td>50pts</td>
</tr>
<tr>
<td>Research Project Midterm Draft Submission (Week 8)</td>
<td>150pts</td>
</tr>
<tr>
<td>Research Project Presentation (Week 12)</td>
<td>100pts</td>
</tr>
<tr>
<td>Research Project – Final Draft (Week 14)</td>
<td>250pts</td>
</tr>
</tbody>
</table>

**TOTAL COURSE POINTS - 1000**

**SCORING AND GRADING:** Grades will be assigned as follows:

- >= 90% A
- 80% -- 89% B
- 70%--79% C
- 60% -- 69% D
- <= 59% F

**POLICIES ON UNNANOUNCED QUIZZES AND CLASS ATTENDANCE AND PARTICIPATION**

No unannounced quizzes will be administered in this course. Missed assignments/activities/exams may be made up with a University approved excused absence as stated in the Tiger Cub. Further, if a student misses any assignments/activities/exams, the student may be allowed to make up these missed assessments within two weeks from the time the student initiates arrangements for it and ONLY upon providing a proper document (e.g., doctor’s appointment) justifying their absence. Accordingly, the makeup assessment/activity/exam may vary in content, length, duration and rigor. Failure to provide proper documentation supporting a University approved excuse will result in the student earning no points on the respective assignment/activity/exam.

**20. Justification for Graduate Credit:**

This course meets the graduate educational standards by providing students the opportunity to develop research, analytic, writing and critical thinking skills. Assignments are designed to introduce students to the research process as well as scholarly debates through article reviews and discussions. Students will be expected to read a significant number of scholarly as well as practical articles and to lead in-class discussions so as to develop an in-depth understanding of the field. This exercise will enhance the student’s ability to synthesize concepts, thoughts, and theories in order to develop their research project idea. Graduate credit is further justified by the inclusion of this research component to the course where students will have demonstrated their ability to conduct independent investigation on a topic related to catering and events management. Students will need to formulate a conceptual research piece that conforms to the standards of the Journal of Convention and Event Management and, if they so desire, submit their work for publication. While submission to the Journal of Convention and Event Management will be encouraged it is not a requirement of this course. The inclusion of the laboratory component to the course is essential for students to grasp how theory is applied in practice as well as to have an understanding of critical issues practitioners face and to provide solutions, using theory, to those issues.

*Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.)*
(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

**POLICY STATEMENTS**

**Attendance:** Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

**Excused Absences:** Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

**Make-Up Policy:** Arrangement to make up a missed major examination (e.g.: hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

**Academic Honesty Policy:** All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

**Disability Accommodations:** Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2096 (V/TT).
The goals of this course are to provide students with an overview of special events, to familiarize students with key points involved in planning special events, and to provide a forum for students whereby they may meet and hear from industry professionals.

Upon completion of this course students will be able to:
1. Demonstrate an understanding of the basics of coordinating special events.
2. Recognize key topical issues confronting the area of special events.
3. Demonstrate an understanding of the various segments of special event planning.

Reading Resources
- Silvers, J. (2004). Professional Event coordination
- Case Studies or related reading material provided by the instructor

Course Evaluation

<table>
<thead>
<tr>
<th>Evaluation Items</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE HOSPITALITY GALA (May 2, 2009)</td>
<td>100</td>
</tr>
<tr>
<td>Event set-up (50pts)</td>
<td></td>
</tr>
<tr>
<td>Event participation (50pts)</td>
<td></td>
</tr>
<tr>
<td>In-Class Exams</td>
<td>500</td>
</tr>
<tr>
<td>EXAM 1 (150pts)</td>
<td></td>
</tr>
<tr>
<td>EXAM 2 (150pts)</td>
<td></td>
</tr>
<tr>
<td>EXAM 3 (200pts)</td>
<td></td>
</tr>
<tr>
<td>TOTAL POINTS</td>
<td>600</td>
</tr>
</tbody>
</table>

Weekly Class Schedule

<table>
<thead>
<tr>
<th>WEEKS</th>
<th>LECTURE CLASS</th>
</tr>
</thead>
</table>
| 1     | • Introduction to Event Management  
        • Anatomy of an Event |
| 2     | • Planning the Event  
        • Concept and Design |
| 3     | • Feasibility  
        • Legal compliance |
| 4     | • Developing the Event Site  
        • Making Event Memories |
| 5     | • Financial Management  
        • Risk Management |
| 6     | • Marketing  
        • Promotion |
| 7     | • Coordinating the Environment  
        • Fundamentals of Production |
| 8     | • Protocol for an event  
        • Staging the Entertainment Experience |
| 9     | • Staffing  
        • Vendors and Volunteers |
| 10    | • Food and Beverage operations |
| 11    | • Logistics |
Grades will be assigned as follows:

- => 90% A
- 80% -- 89% B
- 70%--79% C
- 60% -- 69% D
- <= 59% F

NOTE ON GUEST SPEAKERS:
Industry executives will appear occasionally in class to share information, answer questions, and provide career perspectives. For various reasons, guest speakers seem to evaluate students (as well as the program and the university) on the quantity and quality of questions asked by students. We will all find that time spent with our guests will be much more informative and fun if good questions are posed.

SCORING AND GRADE POLICIES

1) Late assignments will not be accepted after the due date unless the student presents evidence of a documented excuse (please see section on absences). When a student misses a lab, the student should contact the professor immediately and present evidence of the excuse. If the absence is not excused, the student will receive no points for the missed laboratory session. The student may be rescheduled for the lab at an alternate date and time.

2) Adjustments to scores resulting from make-ups, documented excuses, or scoring errors will be made with the next update of scores. If the appropriate adjustments are not made, it is the student’s responsibility to notify the professor within one week, via email. Notifications received after midnight of the last day of classes will not be accepted.

3) Grades are automatically adjusted to a higher grade category if the final average is within one-half of one percent of the next grade category.

4) Requests for grade increases or extra credit that are not specified in the syllabus cannot be granted for two reasons.
   a. Students already have ample opportunities to increase their grades on Exams as well as during class activities at the discretion of the instructor.
   b. It is both unethical and unfair for the instructor to grant special favors for some and not do the same for all.

5) No issues regarding scoring will be reviewed after midnight on the last day of classes.

ATTENDANCE & CLASSROOM/LAB POLICIES

As noted in the Tiger Club, “Students are expected to attend all their scheduled University classes. College work proceeds at such a pace that regular class attendance is necessary to receive proper instruction. Specific policies regarding class attendance are the prerogative of individual faculty in writing at the beginning of the course regarding the effect of absences on the determination of grades.” Attendance is mandatory. If you miss a class, it is your responsibility to obtain prior approval to make up the work by attending the make-up day. Specifically:

1) Attendance credit is only awarded to students who are present during the entire class period. Do not sign the attendance form if you arrive to class late or leave early without a legitimate excuse that was previously discussed with your instructor.

2) Missed laboratory experiences may be made up with a University approved excused absence as stated by the Tiger Cub. For example, absences are only excused for documented:
   a. Death in immediate family.
   b. Wedding in immediate family.
   c. Medical reasons.
   d. Legal reasons.
   e. Official off-campus trips.
   f. Official religious holidays.

3) No documented excuses will be accepted after the last class.

4) Any student who disrupts the class will be asked to leave. Any student who is asked to leave class twice will receive a grade deduction from their final course grade.

SPECIAL ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Students who require special accommodations are encouraged to see me after class or make an appointment so we can discuss your situation confidentially. Please bring your memo from The Program for Student with Disabilities to me as soon as possible; we can discuss it during your appointment. If at any time during the semester you feel that the accommodations we have put in place are not working, please consult with me and/or the professional staff in the Program for Students with Disabilities office. If you do not have a memo from the Program for Students with Disabilities office which tells me about your accommodations, it is recommended that you make an appointment to see them in 1228 Haley Center (844-2099).
## CHEATING

Dishonesty of any kind with respect to examinations, course assignments, alteration of records, or illegal possession of examinations should be considered cheating. It is the responsibility of the student not only to abstain from cheating, but in addition, to avoid the appearance of cheating and to guard against making it possible for others to cheat. Any student who helps another student to cheat is as guilty of cheating as the student he or she assists. The student also should do everything possible to induce respect for the examining process and for honesty in the performance of assigned tasks in or out of class.

## STATEMENT OF POLICY REGARDING PREJUDICE

In this class, as in the entire University, racism, sexism, anti-Semitism and other forms of prejudice will not be tolerated! If you believe that I have exhibited any form of prejudice, bring it to my attention. If you feel you have been the victim of prejudice and have been harmed as a result of this event, you may take one of the following courses of action:

1. Talk with me.
2. Talk with any other professor you trust.
3. Talk with a counselor in your own school’s counseling office.
4. Go to the Dean of Students Office and discuss your problem with them.

Auburn University and this instructor do not discriminate on the basis of race, color, sex, age, national origin, handicap, or disabled status.

## PLAGIARISM

Honesty requires that any ideas or materials taken from another source for either written or oral use must be fully acknowledged. Offering the work of someone else as one’s own is plagiarism. The language or ideas thus taken from another may range from isolated formulas, sentences, or paragraphs to entire articles copied from books, periodicals, speeches, or the writings of other students. The offering of materials assembled or collected by others in the form of projects or collections without acknowledgment also is considered plagiarism. Any student who fails to give credit for ideas or materials taken from another source is guilty of plagiarism. Cheating and/or plagiarism is sufficient for an F. Please refer to your Tiger Cub for rules on academic honesty.

## FINAL NOTE:

ALL PORTIONS OF THE AUBURN UNIVERSITY HONESTY CODE (TITLE XII) FOUND IN THE TIGER CUB APPLY TO HRMT 5460.
COURSE DESCRIPTION

The goals of this graduate course are to provide students with an overview of special events, to familiarize students with key points involved in planning special events. The course also allows for an exploration of more advanced concepts such as risk, crisis, and liability of special events exhibitions as well as the challenges faced by the catering and special events segment of the hospitality industry.

COURSE OBJECTIVES

Upon completion of this course students will be able to:

1. Demonstrate an understanding of the basics of coordinating special events.
2. Demonstrate an understanding of the various segments of special event planning.
3. Recognize key topical issues confronting the area of special events and provide practical solutions for these issues.
4. Conduct a critical review of scholarly peer-reviewed research article.
5. Identify areas for future research in the field of catering and special events management.
6. Demonstrate, through conversation and in writing, an adequate understanding of relevant academic literature in the catering and event field.

READING RESOURCES


COURSE EVALUATION TEMPLATE

<table>
<thead>
<tr>
<th>Evaluation Items</th>
<th>Total Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Article Reviews (Weeks 2, 6, &amp; 10) — (150pts)</td>
<td></td>
</tr>
<tr>
<td>Research Project Proposal (Week 4) (50 pts)</td>
<td></td>
</tr>
<tr>
<td>Research Project Midterm Draft Submission (Week 8 ) (150pts)</td>
<td></td>
</tr>
<tr>
<td>Research Project Presentation (Week 12) (100pts)</td>
<td></td>
</tr>
<tr>
<td>Research Project – Final Draft (Week 14) (250 pts)</td>
<td></td>
</tr>
<tr>
<td>TOTAL POINTS</td>
<td>700</td>
</tr>
</tbody>
</table>

Grades will be assigned as follows:

- >= 90% A
- 80% -- 89% B
- 70%--79% C
- 60% -- 69% D
- <= 59% F

WEEKLY CLASS SCHEDULE

<table>
<thead>
<tr>
<th>WEEKS</th>
<th>LECTURE CLASS</th>
</tr>
</thead>
</table>
| 1     | • Introduction to Event Management  
|       | • Anatomy of an Event            |
| 2     | • Planning the Event          
|       | • Concept and Design           |
| 3     | • Feasibility                 
|       | • Legal compliance             |
| 4     | • Developing the Event Site   
|       | • Making Event Memories        |
| 5     | • Financial Management        
|       | • Risk Management              |
| 6     | • Marketing                   
|       | • Promotion                    |
| 7     | • Coordinating the Environment 
|       | • Fundamentals of Production   |
| 8     | • Protocol for an event       
|       | • Staging the Entertainment Experience |
| 9     | • Staffing                    
|       | • Vendors and Volunteers      |
| 10    | • Food and Beverage operations |
A 2-page (max), single spaced, article review is required for a choice of
3. ARTICLE REVIEWS (50pts each - 150pts total)
literature. Specific deliverables of the research project are as follows:
Choose a topic that focuses on current issues facing the catering and special events segment of the hospitality industry and develop a well-
turned into the relevant faculty member at the beginning of the next class (no late excuses will be accepted). Students will be permitted ONE
researched academic or practitioner oriented conceptual paper. The paper should survey both the academic and business periodical
material.

2. RESEARCH PROJECT (550pts total)
Choose a topic that focuses on current issues facing the catering and special events segment of the hospitality industry and develop a well-
turned into the relevant faculty member at the beginning of the next class (no late excuses will be accepted). Students will be permitted ONE
researched academic or practitioner oriented conceptual paper. The paper should survey both the academic and business periodical
material.

2 - RESEARCH PROJECT (550pts total)
Choose a topic that focuses on current issues facing the catering and special events segment of the hospitality industry and develop a well-
turned into the relevant faculty member at the beginning of the next class (no late excuses will be accepted). Students will be permitted ONE
researched academic or practitioner oriented conceptual paper. The paper should survey both the academic and business periodical
material.

2. RESEARCH PROJECT (550pts total)
Choose a topic that focuses on current issues facing the catering and special events segment of the hospitality industry and develop a well-
turned into the relevant faculty member at the beginning of the next class (no late excuses will be accepted). Students will be permitted ONE
researched academic or practitioner oriented conceptual paper. The paper should survey both the academic and business periodical
material.

2. RESEARCH PROJECT (550pts total)
Choose a topic that focuses on current issues facing the catering and special events segment of the hospitality industry and develop a well-
turned into the relevant faculty member at the beginning of the next class (no late excuses will be accepted). Students will be permitted ONE
researched academic or practitioner oriented conceptual paper. The paper should survey both the academic and business periodical
material.

2. RESEARCH PROJECT (550pts total)
Choose a topic that focuses on current issues facing the catering and special events segment of the hospitality industry and develop a well-
turned into the relevant faculty member at the beginning of the next class (no late excuses will be accepted). Students will be permitted ONE
researched academic or practitioner oriented conceptual paper. The paper should survey both the academic and business periodical
material.