Course Syllabus

Department:  Department of Business

Date:  January 19, 2013

I.  Course Prefix and Number:  BUS 232

   Course Name:  Event Management

   Credit Hours and Contact Hours:  3 credit hours-3 contact hours

   Catalog Description including pre- and co-requisites:  supporting data required for grade prerequisite of ‘C’ or higher.

   This course is designed to provide an introduction to the principles of event management. A conceptual framework will be developed through definitions, models, and the utilization of case studies. The student will learn how to formulate event tourism strategies for destinations. The planning, development, management, and implementation of festivals, entertainment events, corporate events, cultural events, and sports events will be the focus of study. Specific topics will include event studies, bid preparation, public and corporate sponsorship, negotiations, and volunteer staff management. Students will have the opportunity to volunteer and participate in a variety of authentic events and festivals.

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

   This is a required course for Associate in Science Sports Studies degree, the Associate in Science Tourism Studies degree and the Associate in Applied Science Tourism Management degree. It serves as a Business elective in all Business degree programs and a General elective in all other degree programs.

II.  Course Student Learning Outcomes:  State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

   Students will:

   ● Identify the centrality of tourism in event management
   ● Classify the types of events and explain their role in contributing to a destination’s sense of place
   ● Describe the difference between sponsorship and donations
   ● Identify the various sources of economic impact for a hosting community
   ● Explain the role and importance of volunteers
   ● Identify the various event career opportunities
   ● Explain the steps necessary to create a successful event
   ● Relate current news items and events to course content
College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

- ✔ writing
- ✔ oral communications
- ✔ reading
- ✔ mathematics
- ✔ critical thinking
- ✔ computer literacy
- ✔ ethics/values
- ✔ citizenship
- ✔ global concerns
- ✔ information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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</thead>
<tbody>
<tr>
<td>eg: writing, Reading</td>
<td>eg: student will complete a research paper</td>
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<tr>
<td>Information resources, Computer literacy, Critical thinking, Reading, Writing(ability to submit and revise)</td>
<td>Tests, quizzes, assigned reading/homework assignments</td>
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<tr>
<td>Reading, Writing (ability to submit and revise), Critical Thinking, Ethics</td>
<td>Current event assignments</td>
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<tr>
<td>Information resources, Computer literacy, Writing (ability to submit and revise), Critical thinking, Reading</td>
<td>Ethics in Event Planning assignment</td>
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<tr>
<td></td>
<td>In-depth, comprehensive research paper</td>
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</tbody>
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IV. Instructional Materials and Methods

Types of Course Materials:

- Textbook
- Professional Association Publications
- Internet resources
- Current Periodicals
Methods of Instruction (e.g. Lecture, Lab, Seminar …):

Lecture
Written Assignments
Case Study Analysis
Authentic Projects/Assignments
Discussions
Internet
Guest Speakers
Volunteer opportunities

V. General Outline of Topics Covered:

1. The centrality of tourism in event management.
2. Events as a destination attraction.
3. The types of events.
4. The role of events in creating and interpreting a destination’s sense of place.
5. Economic impact of events for destinations
6. The operations and functions of event planning.
7. The role of a destination marketing organization as it relates to events.
8. How to develop a management plan for a special event
9. How to develop sponsorships
10. Negotiation techniques to develop sponsorship agreements
11. Establishment of event organizations
12. Volunteer recruitment and management
13. Event revenue sources and risk management
14. The application of evaluation techniques to event management.
15. The associations and certifications available for event managers.
16. Careers opportunities in event management.
17. The importance of professionalism in event management.