**San José State University**

# Department of Hospitality, Tourism & Event Management HSPM 130 Spring 2019

## Course and Contact Information

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| Instructor: | Laura Shroder |
| Office Location: | MH 437 |
| Telephone: | 408-924-3000 |
| Email: | (Laura.Shroder@sjsu.edu |
| Office Hours: | Monday 4:30pm-5:30pm  (Other times available- e-mail for appointments) |
| Class Days/Time: | Monday’s (Jan 24th- May 13th)  6pm-8:45pm |
| Classroom: | SH 120 |

## Course Format

## Course Description

## Planning and execution of a hospitality event. Topics include strategic planning, event design, event project management, event related technology, financial management, human resources, event marketing, and on-site management.

### Course Learning Outcomes (CLO)

Upon successful completion of the course students will be able to:

1. Analyze the five critical stages of event management: research, design, planning, coordination, and evaluation.
2. Construct a proposal for a special event.
3. Conduct the planning process needed for producing an event.
4. Identify potential on-site potentials and problems.
5. Present proposals and plans in both oral and written form.

## Required Texts/Readings

### Textbook (Recommended)

Doug Matthews: Special Event Production: The Process. Routledge, 2016. (2nd edition)

## Library Liaison

Laurie Borchard, Student Success Librarian, Academic Services Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University. E-mail: [Laurie.borchard@sjsu.edu](mailto:Laurie.borchard@sjsu.edu). Phone: (408) 808-2083. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

## Course Requirements and Assignments

Please see “Determination of Grades” , “Assignments” , and “Course Calendar” below.

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

### Final Examination or Evaluation

Students will create a proposal in order to obtain a contract to produce a special event. Students will prepare both a written presentation and an oral sales pitch of their proposal.

Students will also have a final exam of topics discussed in class.

## Grading Information

Rubrics will be posted on Canvas.

### Determination of Grades

|  |  |  |
| --- | --- | --- |
| Mid-term Exam | 150 | 22% |
| Final Exam | 150 | 22% |
| Assignment 1 | 25 | 4% |
| Assignment 2 | 50 | 7% |
| Assignment 3 | 25 | 4% |
| Assignment 4 | 25 | 4% |
| Event Proposal | 100 | 15% |
| Final Event Presentation | 50 | 7 % |
| Class Participation | 100 | 15% |

Grading Scale

|  |  |  |
| --- | --- | --- |
| A plus = 100-97% | A = 96-93% | A minus = 92-90% |
| B plus = 89-87% | B = 86-83% | B minus = 82-80% |
| C plus = 79-77% | C = 76-73% | C minus = 72-70% |
| D plus = 69-67% | D = 66-63% | D minus = 62-60% |
| F = 59-0% Unsatisfactory |  |  |

## Classroom Protocol

This course will use Canvas as the primary means of access to the learning materials. On this site you will find homework assignments, course announcements, quizzes/exams, PowerPoint files and a variety of other course resources. You can check your earned scores there. ***It is the students’ responsibility to check the scores posted on Canvas and inform the instructor if there is any mistake within ONE WEEK after scores posted via documented means, such as emails and letters.*** If a student disagrees with the instructor’s grading, he/she needs to appeal by informing the instructor via documented means. The instructor will schedule a time to review the assignment/exam with the student for reassessment. The final score will be based on the re-assessment.

1. **Professionalism:** The quality of your future career depends on the degree of professionalism that you exhibit. It is expected that students conduct themselves in a mature and professional manner in each class session. Professionalism includes participation at every class session, constructive participation in course activities, timely completion of assignments, the manner in which you act, courtesy towards classmates, etc. Please do not hold side conversations when others are speaking and do not read unrelated materials, such as newspapers, in class. Technology is a great thing; however, please turn off your cell phone, personal digital devices and laptop computers while in class.

Student’s final grades will depend on the degree of professionalism that you demonstrate in this course. If you consistently act in an unprofessional manner your final grade will be reduced.

It is considered an honor code violation to consult any material (e.g. class notes and homework solutions) from past sections of this class. It will similarly be considered an honor code violation to share class materials with future students.

1. **Electronic Device Policy:** Laptops, phones, tablets, PDA’s, iWatches, Google Glasses, and other electronic devices must be **TURNED OFF** during class time or the student will be asked to leave the class. Any student asked to leave, will lose his/her participation points for that day. There might be specific days during the semester when the instructor allows the use of electronic devices; however, these days will be announced in advance.

# Late Work Policy

Assignment Deadlines. Assignments are due **before the beginning of class** on the due date. If you are late to class or turn in assessments late, they will not be accepted. If assignments are expected to be submitted on Canvas, please check the due date/ syllabus. Late submissions will not be accepted.

All due dates are firm. **LATE WORK WILL NOT BE ACCEPTED.**

**Participation Policy**

**Course Participation:** Not surprisingly, research has identified that attendance directly correlates with student grades. Simply stated, students with higher participation earn higher grades. If you expect an extended period of legitimate absences, please discuss it with the instructor prior to your absence. Legitimate absences include university functions, religious holidays, and serious illness. Please note, an excused absence is allowed when you are on an approved university function, religious holiday, or if you are physically unable to attend class due to illness. In order for an illness to qualify for an unexcused absence, you must provide an excuse letter from a medical provider stating that you were unable to attend class due to your illness. Simply going to the doctor to be seen and sent home does not qualify. Flat tires, car breakdowns, late buses, oversleeping, or other personal issues will not be accepted as legitimate excuses. **Please note that 3 days of tardiness equals one absence. Tardiness is defined as anything later then the scheduled start time of class. If you are later than 15 minutes after start time, you will be marked absent.**

**SYLLABUS DISCLAIMER:**

Every reasonable effort will be made to adhere to the guidelines set forth in this syllabus. However, should there be any unforeseen and/or unavoidable circumstances that deem it necessary to make revisions; such revisions will be done and communicated to the class in a timely manner. Please note the syllabus is subject to change.

## University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at http://www.sjsu.edu/gup/syllabusinfo/” Make sure to review these university policies and resources.

## Assignments

**Exams**

Midterm and Final- The exams will consist of multiple choice and true-false questions. No make-up exam will be given without verified excuses (e.g., university sports travel).

Assignment 1 - Identify your proposed event idea and theme. - (form provided)

Each student will develop a special event proposal during the first half of the semester. This is the first step; to select the type of event you wish to propose. The proposal may be modified later in the semester, but for this assignment, the type of event, its approximate size, approximate time of year, and the event goals and objectives are required. Be creative!

**Purpose: Establishes project concept student will develop throughout the semester.**

Assignment 2: Visit and Report on one potential event venue.

A few venue inspection formats will be provided, but it will need to be modified by you depending upon the sort of venue chosen. Try to be creative in your selection of a possible venue – it may be a location not usually used for events, but it needs to be an indoor location. Indicate its strengths and weaknesses, and the approximate maximum and minimum attendance that could be hosted. Also indicate the sort of events for which the venue might work well, and those for which it would not work well. For those students who have jobs, please do not use your work venue for this assignment.

Approach this as if you have been asked by your agency’s director to investigate and report back on a potential venue. *Paper should be done in professional business memo style*. You are encouraged to include pictures to emphasize points and capture color schemes. Spelling and grammar are important and points will be deducted for such mistakes.

**Purpose: To provide a worldly experience that is often asked of new events planners in DMC’s and other agencies. Also critical for the planning of any event, and one of the first steps in the planning process. The memo may be addressed to your boss (if you are taking the role of working at a DMC, or to a client).**

Assignment 3: Determine color scheme for event. (Form provided)

The presentations on color theory will help you determine the colors you may wish to be using for your event, as will the venue colors of the location you are choosing for your event. This is simply identifying the colors you plan to use, including their hexadecimal and RGB color code. A brief form will be provided for your use.

**Purpose: Applying color theory and demonstrating understanding of how to clearly and accurately identify colors which will be used both in the décor and with printers or web designers.**

Assignment 4: Production Schedule (day of event only)

This involves mapping all duties necessary during the course *of the day of the event*, placing them in a production order, determining what duties must be concluded before other duties may commence, and estimating total set-up time. Load-out (post-event) need not be included. NOTE: since this may require some graphics, it may be turned in in hard copy form.

**Purpose: This is the core of management in event planning – without the ability to plan and prioritize duties and responsibilities, there is no way to have an event run smoothly.**

Event Proposal– Proposal Material, power point & presentation :*NOTE: Proposal and Power Point must be turned in in paper form on first day of presentations regardless of scheduled presentation date.*

This is to create a proposal for the contract to produce a special event. You will prepare both a written presentation and an oral sales pitch of your proposal. Each element of the proposal will be described and reviewed in class.

The program may be of your choosing, provided it falls within the following criteria:

* Only one venue/space is needed
* It is recommended that yours be an inside event (balconies, terraces, adjacent gardens may be used – no parks or streets) – note, this is because outside events are much more complex to plan; if you have your heart set on an outside event, you may do one, but understand the bar you are setting for yourself is higher
* Event length is recommended to be only one afternoon or one evening; definitely not more than one weekend
* Minimum of 45 in attendance, maximum 2500
* Food and beverage must be included (may be served or as concession)
* ***There must be a “wow” factor that will encourage people to remember the event.*** Occasionally this may be done by the quality of food, but for this assignment, it must go beyond this and include décor, program schedule and/or content, setting, etc. (Wow factor cannot be a celebrity).
* *Please, no conferences or conventions. Consumer shows are acceptable, but again, these are more complex events and we don’t cover in this class much of what you’d need to know.*
* *No social events (Weddings, wedding receptions, anniversary parties, quinceaneras, bar/bat mitzvahs) as much of this (venue, colors, style, etc.) is determined by the group for which the event is being done, and proposals for such events are done differently.*

**A strong emphasis should be given to creativity**. *Note that this is* ***NOT*** *an academic report – this is a presentation for consideration by a client, and its format and design should reflect that*. Material to be included:

* + Proposal Cover page and overall package presentation (attractive front for proposal package) for cover page;
  + Overall Attractiveness/Uniqueness of Proposal (proposals fight for attention; this is what sort of “wow” factor provided by your proposal &/or how it is delivered) (overall presentation professionalism, creativity, appropriateness, and quality)
  + Business cover letter – in appropriate business format, with letterhead
  + Specifications sheet – just facts of what, where, why, when, who. Also included are a creativity clause and an expiration clause.
  + Event Description – event details written for sales, including pictures and attention to what about the event will give it the needed “wow” factor?
  + Food and Beverage menu selections (this will be a part of the event description in most cases, and may include menu suggestions and specialty drink suggestions)
  + Illustration/floor plan – to scale, showing not only space but the proposed set-up within that area
  + Investment (Budget) - This involves identifying all costs related to the proposed event, and the addition of your planning charges in one of several ways to be discussed in class. Note that this needs to be broken down in detailed fashion (i.e., a line item of “décor” is not acceptable – what items are being used to create the décor? For “lighting”? For “staffing”? etc.) Dollar figures do NOT need to be assigned, but completeness and detail of what items and services need to be accounted for is important.
  + References (not in an academic sense, but attributing where pictures used in event proposal were obtained – a critical element in actual proposals; otherwise, it appears that the photos used to support your concept are from previous events you have done; this can become a serious legal question. All that is needed is to identify each photo with the website from which it was obtained)
  + Overall Program Concept (is this a “doable” event? Is there a uniqueness to it to distinguish it from other, similar events?) – NOTE*: This is NOT a separate section of the proposal, but instead points awarded in an evaluation of how creative and practical the idea is.*

Class presentation *is a SALES presentation, not an academic presentation*. It is graded upon:

* + Power Point Visual Presentation – (appeal, appropriateness for sales, creativity and novelty of presentation; does it adequately represent your idea in a positive way? Is it free of spelling and grammatical errors?)
  + Verbal Presentation – (professionalism, appropriateness for sales, unique or engaging styles, staying within allotted time, not focusing your gaze on the screen? Are you dressed appropriately for the presentation – this may be in dress clothes or clothes befitting the event being proposed?)
  + Overall Presentation Design and Stage Setting – (is the presentation in keeping with the theme or goals for the event? Do visual and verbal complement each other, not repeat each other? Is the message compelling to advance the possibility of obtaining an event contract? If props are used, do they enhance the presentation and have a purpose?)

Please feel free to stop by the office to see past proposal examples, to discuss your focus in events, and to use the assembled library of event books for brainstorming ideas.

**Assignments:**

|  |  |  |
| --- | --- | --- |
| **Item** | **Points** | **Due Date** |
| Mid-term Exam | 150 | 3/25 |
| Final Exam | 150 | 5/20 |
| Assignment 1 | 25 | 2/25 |
| Assignment 2 | 50 | 3/18 |
| Assignment 3 | 25 | 4/8 |
| Assignment 4 | 25 | 4/22 |
| Event Proposal | 100 | 5/6 |
| Final Event Presentation | 50 | 5/6 |
| Class Participation | 100 | n/a |

**Course Calendar:**

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| --- | --- |
| **1/28** | Chapter 1: Introduction |
| **2/4** | Chapter 2: Event Design |
| **2/11** | Chapter 3: Creativity (Décor) |
| **2/18** | Lecture/Discussion: Creativity in events |
| **2/25** | Chapter 4: Budgeting (Color)  **Due: Assignment One: Event Idea or Theme** |
| **3/4** | Chapter 5: Proposal (Site Diagrams) |
| **3/11** | Lecture/Discussion: Designing Strong Proposals |
| **3/18** | Chapter 6: Contract Management  Chapter 7: Production Team  **Due: Assignment Two: Event Venue Visit** |
| **3/25** | **Mid-term Exam** |
| **4/1** | Spring Break! (No Class) |
| **4/8** | Chapter 8: Risk Management (Food/lighting)  **Due: Assignment Three: Color Scheme** |
| **4/15** | Chapter 9: Production Management  Chapter 10: Event Follow-up |
| **4/22** | Lecture/Discussion: Event Canvas/Design Thinking in Events  **Due: Assignment Four: Production Schedule** |
| **4/29** | Chapter 11 & 12: Information Tech/Sustainability (Sales Presentations) |
| **5/6** | **Final Presentations**  **Due: Final Event Proposal** |
| **5/13** | **Final Presentations** |
| **5/20** | **Final Exam: 5:15pm-7:30pm** |