

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 130 Hospitality Events Production – Section 2
Fall 2019

Course and Contact Information

Instructor:	Jie Gao, Ph.D.
Office Location:	MH 410
Email:	jie.gao@sjsu.edu
Office Hours:	Tu 10:30AM – 12:00PM, Th 10:30AM – 12:00PM, or by appointment
Class Days/Time:	TuTh 12:00PM - 1:15PM
Classroom:	Boccardo Business Center 225

Course Description

Welcome! The goal of this course is to introduce to you about management strategies and practices for small to large scale special events. Focal topics include sponsorship, marketing, staffing, production, and budgeting.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

1. Understand and apply the basic management functions within the management system: planning, leading, organizing, coordinating, staffing, financing, marketing, programming, evaluating, and controlling.
2. Identify technological tools that are beneficial for meeting planners and attendees.
3. Demonstrate the ability to design and promote events using professional standards for written proposals and verbal presentations.
4. Demonstrate the ability to pursue sources of information associated with event management and make judgments regarding its applicability to event managers.
5. Plan special events activities and entertainment based on target audience interest.
6. Promote special events to target audience through innovative use of all marketing methods for maximum participation.
7. Understand the importance of risk management within the special events industry and know how to make appropriate risk management decisions.
8. Develop a sponsorship program to generate special events funding.
9. Understand how data analytics work in the experience industry.
10. Evaluate the strengths and weaknesses of special events for future enhancement.

Required Texts/Readings

Textbook (Recommended)

Silvers, J.R. (2012). Professional Event Coordination, Second Edition. Wiley.

Ferdinand, N. & Kitchin, P.J. (2017). Event Management: An International Approach, Second Edition. SAGE Publications, Ltd.

Additional readings and resources will be distributed in class and/or posted on Canvas.

Course Requirements and Assignments

- 1. Event Exercises & Participation:** There will be in-class and out-of-class event exercises randomly assigned throughout the semester. They will be used to enhance students' understanding of course material. Taken together, these event exercises will count for 15% of the final grade. *Missing an exercise will result in zero for the exercise unless 1) resulting from a University Sanctioned excuse and an official university documentation is required, or 2) an excuse letter from a medical provider is provided in the situation of being sick.
- 2. Exams:** There are three exams in this class. Each exam is based on lectures, in class discussion, class exercises, videos, required text and readings, and is worth 15% of the final grade. The total for the 3 exams is 45% of the final grade. These exams will take place in this room. Use of the textbook or notes will not be allowed during the examinations. *Failing to take the exam at the appointed time will result in a zero being assigned for the exam unless 1) prearranged with instructor, 2) resulting from a University Sanctioned excuse.
- 3. Event Technology Report:** This assignment intends to help you learn about development and application of software and technology in the festival and event industry. A list of software programs/technologies is provided on Canvas, and you will conduct in-depth research on the technologies that you are interested in. Detailed guidelines will be provided. *If the report is turned in late, 50 points will be deducted for every 24-hour period it is late. Papers that are more than one day late will NOT be accepted without prior arrangement with the instructor.
- 4. Group Project and Presentation:** Students will work in groups to complete an event project. Information, requirements, and grading criteria for the group project and presentation will be provided later in the semester and posted on Canvas. The group project and presentation will count for 25% of the final grade. *If the report is turned in late, 50 points will be deducted for every 24-hour period it is late. Papers that are more than one day late will NOT be accepted without prior arrangement with the instructor.

Grading Information

Rubrics will be posted on Canvas.

Determination of Grades:

Grading will be based on the following assignments:		
	Point Value	Total %
1. Event Exercises & Participation	150 pts.	15%
2. Exams	3@150 pts.	45%
3. Event Technology Report	150 pts.	15%
4. Group Project and Presentation	250 pts.	25%
	1000 pts.	100%

All the final grades are based on the percentages as shown in the following table.

% Earned	Letter Grade
97-100	A+
93-96.99	A
90-92.99	A-
87-89.99	B+
83-86.99	B
80-82.99	B-
77-79.99	C+
73-76.99	C
70-72.99	C-
67-69.99	D+
63-66.99	D
60-62.99	D-
59.99 and below	F

Classroom Protocol

Canvas Use

Class syllabus, additional required readings, guidelines for assignments, and weekly announcements etc. will be posted on Canvas. Important class dates and announcements will be distributed through Canvas mail utility. Please check your emails and Canvas site regularly and prior to each class meeting (make sure your Canvas email is forwarding appropriately). Students are responsible for keeping track of changes in the course syllabus made by the instructor throughout the semester.

Class Participation

You are expected to attend and participate in all classes. Please come to class prepared and on time, check the Canvas course site every week, having read the readings, and completed assignments on time. You are expected to display a good attitude, flexibility, open-mindedness, and respectfulness. You should always be on time and not use cell-phones at all during class sessions. Mutual respect is expected in the classroom, including a respectful tone in discussion and questions and refraining from talking while the Instructor is presenting materials or otherwise disrupting class.

Submission Deadlines

You are expected to understand the meaning of this syllabus, which acts as the overall instructions for this course, including course schedule, assignments, due dates, grading, etc. You should also understand the meaning of due dates (i.e., deadlines), which are the designated dates on which the assignments fall due. If you have a late submission, please note our late policies for each assignment. For each assignment, detailed instructions will be distributed as the assignment is announced in class. With the syllabus, assignment instructions, due dates, late policies and other policies, our class can be operated normally.

Submission Requirements

All assignments should be typed and double-spaced using 12-pt., Times New Roman font with 1-inch margins all around in a .doc or .docx format. No Mac doc files. Save/submit the electronic copy into Canvas using the following system: "Lastname_Assignment_Date." Please include your name, date, assignment name, and

course # on all documents. Please ensure that you properly cite any and all references. If assignments fail to follow this format, points will be deducted.

Students completing courses at the University level should be writing and preparing documents that demonstrate high-level achievement, depth of thought, and careful editing and preparation. Documents that are submitted with poor grammar, slang, mis-spelled words, wrongly placed words (which happens when the spell checker changes incorrect spelling to a correct word that is not appropriate for that setting), and other careless errors or mistakes related to lack of proofreading may result in deduction of points from assignments. Mistakes happen, but chronic mistakes in this area will result in up to 10% deduction depending on the impact the mistakes have on the assignment quality.

University Policies

Per [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is 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 visit this page, review and be familiar with these university policies and resources.

Course Schedule **Some tweaking of the schedule might occur; please note all changes.*

WEEK	DATE	TOPIC	ASSIGNMENTS
1	8/22	<ul style="list-style-type: none"> Welcome and Syllabus 	<ul style="list-style-type: none"> Read syllabus
2	8/27	<ul style="list-style-type: none"> Introduction to Event Management 	<ul style="list-style-type: none"> Ferdinand & Kitchin (2017) Chapter 1 Silvers (2012) Chapter 1
	8/29		
3	9/3	<ul style="list-style-type: none"> Event Specifications and Venue Prep 	<ul style="list-style-type: none"> Silvers (2012) Chapter 2
	9/5	<ul style="list-style-type: none"> Developing the Event Site 	<ul style="list-style-type: none"> Silvers (2012) Chapter 3
4	9/10	<ul style="list-style-type: none"> Hands-on Event Logistics 	<ul style="list-style-type: none"> Silvers (2012) Chapter 4
	9/12		
5	9/17	<ul style="list-style-type: none"> It's All About the Experience 	<ul style="list-style-type: none"> Silvers (2012) Chapter 11
	9/19		
6	9/24	<ul style="list-style-type: none"> Exam 1 Review & Exam 1 	<ul style="list-style-type: none"> Exam 1 due by 9/26
	9/26		
7	10/1	<ul style="list-style-type: none"> Event Software & Technology 	<ul style="list-style-type: none"> Readings on Canvas
	10/3		
8	10/8	<ul style="list-style-type: none"> Food and Beverage & Money Saving Tips 	<ul style="list-style-type: none"> Silvers (2012) Chapter 10
	10/10		
9	10/15	<ul style="list-style-type: none"> Making Events Safer 	<ul style="list-style-type: none"> Silvers (2012) Chapter 12 Ferdinand & Kitchin (2017) Chapter 9
	10/17		

10	10/22	<ul style="list-style-type: none"> Exam 2 Review & Exam 2 	<ul style="list-style-type: none"> Exam 2 due by 10/24
	10/24		
11	10/29	<ul style="list-style-type: none"> Event Analytics 	<ul style="list-style-type: none"> Readings on Canvas
	10/31		
12	11/5	<ul style="list-style-type: none"> Promoting Events 	<ul style="list-style-type: none"> Ferdinand & Kitchin (2017) Chapter 6
	11/7		
13	11/12	<ul style="list-style-type: none"> Group Working Week – <i>No Official Meeting!</i> 	
	11/14		
14	11/19	<ul style="list-style-type: none"> Group Presentations 	<ul style="list-style-type: none"> Group Presentation PPT & Peer Review due at 10am, 11/21
	11/21		
15	11/26	<ul style="list-style-type: none"> Group Presentations 	
	11/28	No Class – Happy Thanksgiving ☺	
16	12/3	<ul style="list-style-type: none"> Exam 3 	<ul style="list-style-type: none"> Exam 3 due by 12/5
	12/5		
17	Final Week – Group paper due by 11:59pm, Dec. 16		