

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 130 Hospitality Events Production
Fall 2020

Course and Contact Information

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| Instructor: | Jie Gao, Ph.D. |
| Office Location: | Cyberspace |
| Email: | jie.gao@sjsu.edu |
| Office Hours: | MoTuWed 8:00am – 9:00am, or by appointment |
| Class Days/Time: | This is a fully online course delivered via Canvas. |
| Classroom: | Cyberspace |

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 Format: Online Course

HSPM 130-Section 80 is a fully online course conducted via Canvas. All assigned readings, lectures, assignments, and assessments are available on Canvas. The deadlines on the syllabus are the final word on all deadlines. Online courses require you to be self-driven and accountable for meeting course deadlines.

See [University Policy F13-2](http://www.sjsu.edu/senate/docs/F13-2.pdf) at <http://www.sjsu.edu/senate/docs/F13-2.pdf> for more details.

Course Learning Outcomes (CLO)

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

- Analyze the five critical components of event management: assessment, atmosphere, activity, appetite and amenities, and administration.
- Plan events activities and entertainment based on target audience interest.
- Identify technological tools that are beneficial for event planners and attendees.
- Promote events to target audience through innovative use of all marketing methods for maximum participation.
- Understand the importance of risk management within the events industry and know how to make appropriate risk management decisions.
- Evaluate the strengths and weaknesses of events for future enhancement.
- Construct a proposal for a special event.
- Present proposals and plans in both oral and written form.

Required Textbook

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

Recommended Textbooks

- Ferdinand, N. & Kitchin, P.J. (2017). *Event Management: An International Approach, Second Edition*. SAGE Publications, Ltd.
- Gaudini, G.C. (2019). *The Art of Event Planning: Pro Tips from an Industry Insider*.
- Additional readings and resources will be distributed in class and/or posted on Canvas.

Course Requirements and Assignments

- 1. Discussions & Participation:** There will be weekly discussions 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. Quizzes:** There are three quizzes in this class. Each quiz is based on lectures, online discussion, class exercises, videos, required text and readings, and is worth 15% of the final grade. The total for the 3 quizzes is 45% of the final grade. Use of the textbook or notes will not be allowed during the quizzes. **Failing to take the test at the appointed time will result in a zero being assigned for the test 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, 25% of the 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 on Event Proposal:** Students will work in groups to complete an event project. Information, requirements, and grading criteria for the group project will be provided later in the semester and posted on Canvas. The group project will count for 25% of the final grade. **If the report is turned in late, 25% of the 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.

Grading will be based on the following assignments:

| Assignments | Total % |
|------------------------------------|----------------|
| 1. Discussions & Participation | 15% |
| 2. Quizzes (15%*3) | 45% |
| 3. Event Technology Report | 15% |
| 4. Group Project on Event Proposal | 25% |
| Total | 100% |

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

| Letter Grade | % Earned |
|---------------------|-----------------|
| A plus | 96 to 100 |
| A | 93 to 95.99 |
| A minus | 90 to 92.99 |
| B plus | 86 to 89.99 |
| B | 83 to 85.99 |
| B minus | 80 to 82.99 |
| C plus | 76 to 79.99 |
| C | 73 to 75.99 |
| C minus | 70 to 72.99 |
| D plus | 66 to 69.99 |
| D | 63 to 65.99 |
| D minus | 60 to 62.99 |
| F | 59.99 and below |

Course Policies

Required Computer Skills

If this is your first online course, please read the SJSU eCampus Canvas introduction and help web pages (<http://www.sjsu.edu/at/ec/canvas/>). If you are new to Canvas, you may find valuable resources at http://www.sjsu.edu/at/ec/canvas/student_resources/index.html. Please use a web browser to surf the Canvas pages, which serve as the primary medium for the course. In addition to a web browser, there are a few other programs or plug-in required. Please read Canvas Technical Requirements, <https://guides.instructure.com/m/4214/1/82542-what-are-the-basic-computer-specifications-for-canvas>. To take an online course, it is your responsibility to maintain your computer and related equipment in order to participate in the online portion of the course.

System Requirements

You may "attend" the on-line class lessons from anywhere you have access to a computer equipped with a reliable Internet connection. Canvas also has a mobile app. You can download it to your mobile devices. If you are operating on a system with a "Firewall" or other security system, those security systems might interrupt your participation or ability to download and open files. Please contact the University Help Desk for help, http://www.sjsu.edu/ecampus/students/Technical_Support/.

Canvas Helpful Links

Canvas login URL is <https://sjsu.instructure.com>

Username: SJSU 9-digit ID

Password: SJSUOne Password

Please note that you are required to change the password for every 180 days. If you have questions and need more Information about Canvas, please contact SJSU eCampus Student Help Webpage: <http://www.sjsu.edu/at/ec/canvas/index.html>.

Important Announcements

Class syllabus, additional required readings, guidelines for assignments, weekly announcements and other reminders will be posted on Canvas. Important class dates and announcements will be distributed through Canvas mail utility. Please check your emails and Canvas site often every week. Make sure your Canvas email is forwarding appropriately. In Canvas, you may set up an e-mail address where Canvas will forward all announcements to your e-mail account. It is the student's responsibility to read Canvas messages and e-mails regularly. Students are also responsible for keeping track of changes in the course syllabus made by the instructor throughout the semester.

Submission Deadlines

The syllabus acts as the overall instructions for this course, including course schedule, assignments, due dates, grading, etc. The due dates (i.e., deadlines) 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 along with the assignment being announced in class. The syllabus, assignment instructions, due dates, late policies and other policies together contribute to a normal and positive learning community.

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. The Apple Pages or Numbers format files are not accepted. All submissions should be on Canvas. For the Canvas record purpose, please do not email your submissions. Please name your file as "Lastname_Assignment_Date." Please include your name, date, assignment name, and course # on the first page of all documents. Please ensure that you properly cite any and all references. If assignments fail to follow this format, points will be deducted.

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

* The instructor reserves the right to revise this tentative schedule for the purpose of enhancing the achievement of learning objectives. Any revision will be announced on Canvas. It is the student's responsibility to be aware of all readings, discussions, exams, assignments/project, and changes in the course requirements.

| WEEK | DATE | TOPIC | ASSIGNMENTS |
|---|-------------|---|---|
| 1 | 8/19-8/23 | <ul style="list-style-type: none"> Welcome and Syllabus | <ul style="list-style-type: none"> Read syllabus Discussion #1 |
| <i>MODULE 1: INTRODUCTION</i> | | | |
| 2 | 8/24-8/30 | <ul style="list-style-type: none"> Introduction to Event Production Framework for Event Management | <ul style="list-style-type: none"> Ferdinand & Kitchin (2017) Chapter 1 Silvers (2012) Chapter 1 Discussion #2 |
| <i>MODULE 2: ASSESSMENT</i> | | | |
| 3 | 8/31-9/6 | <ul style="list-style-type: none"> Creating the Event Plan Developing the Event Site | <ul style="list-style-type: none"> Silvers (2012) Chapters 2 & 3 Discussion #3 |
| 4 | 9/7-9/13 | <ul style="list-style-type: none"> Providing the Event Infrastructure <i>Announce the Final Project</i> | <ul style="list-style-type: none"> Silvers (2012) Chapter 4 Discussion #4 |
| <i>MODULE 3: ATMOSPHERE</i> | | | |
| 5 | 9/14-9/20 | <ul style="list-style-type: none"> Coordinating the Environment Fundamentals of the Production | <ul style="list-style-type: none"> Silvers (2012) Chapters 6 & 7 Discussion #5 |
| 6 | 9/21-9/27 | <ul style="list-style-type: none"> Exam 1 Review Exam 1 | <ul style="list-style-type: none"> Exam 1 Study Guide on Canvas Exam 1 due by 9/27 |
| <i>MODULE 4: ACTIVITY</i> | | | |
| 7 | 9/28-10/4 | <ul style="list-style-type: none"> Staging an Effective Event Experience | <ul style="list-style-type: none"> Silvers (2012) Chapter 8 Discussion #6 |
| 8 | 10/5-10/11 | <ul style="list-style-type: none"> Event Software & Technology | <ul style="list-style-type: none"> Readings on Canvas Event Technology Report due by 10/11 |
| <i>MODULE 5: APPETITE AND AMENITIES</i> | | | |
| 9 | 10/12-10/18 | <ul style="list-style-type: none"> Food and Beverage Operations Making Event Memories | <ul style="list-style-type: none"> Silvers (2012) Chapters 10 & 11 Discussion #7 |

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| 10 | 10/19-10/25 | <ul style="list-style-type: none"> • Exam 2 Review • Exam 2 | <ul style="list-style-type: none"> • Exam 2 Study Guide on Canvas • Exam 2 due by 10/25 |
| <i>MODULE 6: ADMINISTRATION</i> | | | |
| 11 | 10/26-11/1 | <ul style="list-style-type: none"> • Risk Management | <ul style="list-style-type: none"> • Silvers (2012) Chapter 12 • Ferdinand & Kitchin (2017) Chapter 9 • Discussion #8 |
| 12 | 11/2-11/8 | <ul style="list-style-type: none"> • Event Analytics | <ul style="list-style-type: none"> • Readings on Canvas • Discussion #9 |
| 13 | 11/9-11/15 | <ul style="list-style-type: none"> • Promoting Events | <ul style="list-style-type: none"> • Ferdinand & Kitchin (2017) Chapter 6 • Discussion #10 |
| 14 | 11/16-11/22 | <ul style="list-style-type: none"> • Vendors and Volunteers | <ul style="list-style-type: none"> • Silvers (2012) Chapter 13 |
| 15 | 11/23-11/29 | <i>Thanksgiving Break – No Class ☺</i> | |
| 16 | 11/30-12/6 | <ul style="list-style-type: none"> • Exam 3 Review • Exam 3 | <ul style="list-style-type: none"> • Exam 3 Study Guide on Canvas • Exam 3 due by 12/6 |
| 17 | Final Week – Group paper due by 11:59pm, 12/13 | | |