San José State University
Department of Hospitality, Tourism and Event Management
HSPM 130 Hospitality Events Production – Section 01
Spring 2020

Course and Contact Information

Instructor:	Jie Gao, Ph.D.
Office Location:	MH 410
Email:	jie.gao@sjsu.edu
Office Hours:	TuTh 9:00AM – 10:30AM, 12:00PM – 1:30PM, or by appointment
Class Days/Time:	TuTh 10:30AM – 11:45AM
Classroom:	Sweeney Hall 120

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 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 in-class discussions and out-of-class exercises assigned weekly throughout the semester. They will be used to enhance students' understanding of course material. Taken together, these discussions and 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. Use of the textbook or notes will not be allowed during the exams. **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, 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 and Presentation:** Students will work in groups to complete an event planning 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, 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. Exams (15%*3)	45%
3. Event Technology Report	15%
4. Group Project and Presentation	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

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

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)*, 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 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	1/23	• Welcome and Syllabus	• Read syllabus
Module 1: Introduction			
2	1/28	• Introduction to Event Production	• Ferdinand & Kitchin (2017) Chapter 1 • Discussion #1
	1/30	• Framework for Event Management	• Silvers (2012) Chapter 1 • Discussion #2
Module 2: Assessment			
3	2/4	• Creating the Event Plan	• Silvers (2012) Chapter 2 • Discussion #3
	2/6	• Developing the Event Site	• Silvers (2012) Chapter 3 • Discussion #4
4	2/11	• Visiting the Event Center at SJSU	
	2/13	• Providing the Event Infrastructure • *Announce the Final Project*	• Silvers (2012) Chapter 4 • Discussion #5
Module 3: Atmosphere			
5	2/18	• Coordinating the Environment *Guest Speaker: Katalina Beltran, Event Manager, Evergreen Inc.*	• Silvers (2012) Chapter 6 • Discussion #6
	2/20	• Fundamentals of the Production	• Silvers (2012) Chapter 7
6	2/25	• Exam 1 Review	• Exam 1 Study Guide on Canvas
	2/27	• Exam 1	• Exam 1 due by 2/27
Module 4: Activity			
7	3/3	• Staging an Effective Event Experience • *Announce Technology Mini-Presentations*	• Silvers (2012) Chapter 8 • Discussion #7
	3/5	• Event Software & Technology	• Readings on Canvas
8	3/10	• Technology Mini-Presentations	• Presentation slides due by 10am, 3/10

	3/12		• Discussion #8
Module 5: Appetite and Amenities			
9	3/17	• Food and Beverage Operations	• Silvers (2012) Chapter 10 • Discussion #9
	3/19	• Making Event Memories	• Silvers (2012) Chapter 11 • Discussion #10
10	3/24	• Exam 2 Review	• Exam 2 Study Guide on Canvas
	3/26	• Exam 2	• Exam 2 due by 3/26
11	3/31	*Spring Break – No Class* ☺	
	4/2		
Module 6: Administration			
12	4/7	• Risk Management	• Silvers (2012) Chapter 12 • Ferdinand & Kitchin (2017) Chapter 9 • Discussion #11
	4/9	• Vendors and Volunteers	• Silvers (2012) Chapter 13 • Discussion #12
13	4/14	• Individual Meetings for Final Project	
	4/16	• Event Analytics	• Readings on Canvas • Discussion #13
14	4/21	• Promoting Events	• Ferdinand & Kitchin (2017) Chapter 6 • Discussion #14
	4/23	• Group Working Day - No Official Meeting	
15	4/28	• Group Presentations	• Group Presentation PPT & Peer Review due by 10am, 4/28 • Discussion #15
	4/30		
16	5/5	• Exam 3 Review	• Exam 3 Study Guide on Canvas
	5/7	• Exam 3	• Exam 3 due by 5/7
17	Final Week – Group paper due by 11:59pm, May 18		